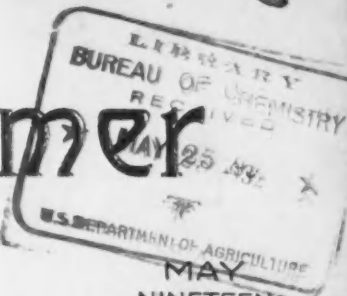


# The American Perfumer

and Essential Oil Review

PERFUMER  
PUB. CO.  
NEW YORK



LIBRARY  
RECEIVED  
AUG 1 1919

MAY  
NINETEEN  
THIRTY-TWO

U.S. Department of Agriculture



13  
72  
A  
7

## American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO



See also page 9

# M. NAEF & CO.

GENEVA, SWITZERLAND

## *The Modern Note!*

With the great interest in perfumes of a "modern" character, M. Naef & Company has been foremost in the development of new and novel bases to care for this demand.

Always progressive, the Naef laboratory has scored perhaps its greatest success in making available to the perfumers of the world these unique new types. Included in this group are

**Aldehydal No. 861 \$15.00**

**Gardenia No. 222 17.50**

**Sweet Pea No. 693 16.00**

Why overlook an opportunity to capitalize on these genuine raw materials for the true modernistic note in extracts and cosmetics? Stocks are carried in New York—our laboratory will give valuable suggestions—samples available.

# UNGERER & CO.

13-15 West 20th Street  
NEW YORK

---

## CONTRIBUTING EDITORS

DR. CLEMENS KLEBER  
Clifton, N. J.  
ESSENTIAL OILS

DR. HARVEY A. SEIL  
New York  
SYNTHETICS

PROF. CURT P. WIMMER  
Columbia University  
New York  
TOILET PREPARATIONS

DR. EDGAR G. THOMSEN  
Winona, Minn.  
SOAPS

BERNARD H. SMITH  
Brooklyn, N. Y.  
FLAVORING EXTRACTS

HOWARD S. NEIMAN  
New York  
PATENTS, TRADE-MARKS  
AND COPYRIGHTS

LEROY FAIRMAN  
New York  
MERCHANDISING

Published Monthly by  
PERFUMER PUBLISHING CO.  
432 Fourth Ave., New York

Telephone  
BOgardus 4-4416  
Cables: AMPERFUMER  
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY  
President and Treasurer

Chicago Office:  
Macintyre & Simpson  
75 E. Wacker Drive  
Phone: Capital 1716

Washington Bureau:  
C. W. B. Hurd  
715 Albee Building

SUBSCRIPTION RATES  
The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

# CONTENTS

for

MAY, 1932

Tax Bill Still in Formative Stages .....	123
A. M. T. A. Adopts Broader Program (Convention Report) .....	125
New Fruit Concentrate Method .....	142
New Packages and Products .....	144
EDITORIALS .....	146
New Packages for Old, by Ruth Hooper Larison ....	149
Decree in Harriet Hubbard Ayer Case .....	152
Some Women Are Short of Money, by Leroy Fairman. 153	
The Glutamic Taste, by E. C. Crocker and L. F. Henderson .....	156
TRADE NOTES .....	161
Chicago Notes .....	173
Canada News Section .....	177
Patent and Trade Mark Section .....	179
MARKET REPORT AND PRICES CURRENT .....	182
SOAP INDUSTRY SECTION .....	186

## THIS MONTH AND NEXT

ONE of the features of this month's issue is the annual report of the A. M. T. A. Convention. Readers will find in it a survey of the association's work for the year and the forecast of better things for the future upon which the industry is to be congratulated. From the flavor standpoint, we offer a most interesting article on the "Glutamic Taste" written by the original researchers, whose efforts in the field of odor and flavor are of considerable and growing importance. Mrs. Larison returns with a study of re-packaging, and Mr. Fairman presents some ideas about economy and toilet goods which are extremely instructive. Next month some report of the convention of the Flavoring Extract trade will appear along with several articles held back for lack of space but crying to be used. The news, the markets, patents and other features as usual.

The  
**American Perfumer**  
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXVII

Copyright 1932—Perfumer Publishing Co.

No. 3



## Retain Crystal Clearness in all Your Perfumes

Satisfying solvents must keep your perfumes crystal clear, *everlastingly*. You can be assured your fine essential oils will never cloud when you use *EVERCLEAR* Alcohol, American's perfect product for modern perfumes.



**AMERICAN COMMERCIAL  
ALCOHOL CORPORATION**

405 Lexington Avenue - - - New York, N. Y.  
Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal.  
Sales offices in most large cities. Warehouse stocks carried at  
all principal consuming points.



# The American Perfumer

and Essential Oil Review

MAY, 1932

Established 1906

Copyright 1932—Perfumer Publishing Co.

Vol. XXVII, No. 3

## Tax Bill Still in Formative Stage

*Present Hopes Appear Well Founded that  
Deletion of the Cosmetic Tax  
Will Be Final*

WASHINGTON, May 15.—With the adjournment of Congress scheduled less than four weeks' distant, on June 10, the tax bill still remains in an uncertain state. Although passed by the House on April first (occasioning considerable ironic comment), it has just reached the Senate and only two days of debate have been devoted to it, a very brief time in view of the Senatorial rules permitting unlimited debate and discussion of all proposals introduced.

Only the income tax provisions have been considered, and much more is to be said on that point alone.

Before the bill was reported out of the Senate Finance Committee an action of considerable significance was taken—the elimination of taxes on soaps, cosmetics and other toilet articles written into the bill in the House in a last-minute effort to provide revenue after the manufacturers' sales tax debacle. The reason for this action has not been definitely stated, aside from the fact that "nuisance taxes" are more repugnant to the Senate, generally speaking, than they are to the House. However, interesting coincidences surrounded this action.

While the bill still was before the Finance Committee, in executive session, a delegation representing the American Manufacturers of Toilet Articles visited Washington, on the day following the annual banquet in New York City. Included in the visiting delegation were H. H. Bertram, W. L. Schultz, C. A. Pennock, Northam Warren, James M. Doherty, Abel I. Smith, and Louis Spencer Levy. The group comprised outstanding manufacturers of toilet articles and soaps,

and representation of the associate members of the A. M. T. A. This delegation was received with unusual cordiality by several Senators, particularly as no attempt was made to "lobby" on the tax bill.

Mr. Warren previously had appeared before the Finance Committee in open hearings and presented the case of the manufacturers of toilet articles, many of whom, he stated, would be forced out of business if the 10 per cent tax passed by the House and approved by the Senate committee remained in the bill.

Again the case was stated as simply as Mr. Warren had placed it before the committee. Mr. Schultz exhibited the notable co-operation of the industry when he told more than one Senator that he, as a soap manufacturer, previously relieved of all excise taxes through the action of the Senate committee, would be perfectly willing to accept, for instance, a 2 per cent tax if the cosmetics rates might be lowered to the same level.

Senators Robert F. Wagner and Royal S. Copeland of New York both received the delegation and discussed its problems at length. No promises were asked of them and none were made by them. The conversations were based solely on the merits of the toilet article manufacturers' case. A call was paid later on Senator Pat Harrison of Mississippi, ranking Democrat on the Finance Committee and Senator Hiram Bingham of Connecticut, an important Republican member of the Finance Committee, received some members of the delegation. The calls were brief, and the delegation left Washington on the afternoon of the day it arrived.



Soon thereafter, the tax bill was reported to the Senate without having an excise tax on toilet articles included in its provisions.

### Bill Far From Completed

Although the revenue bill has been passed once by the House and has encountered, as yet, no bad setbacks in the Senate, it is far from being a concluded piece of legislative business.

As seen here, it is not a single piece of legislation, but is so interlocked with other factors that its final disposition cannot be forecast by even the most expert. The only certainty is that a tax bill must be passed in order that the budget may be balanced and business be relieved of the uncertainty caused by a mounting government deficit.

*There is no general disposition in the Senate to reinstate the cosmetics tax.*

However, the tax bill, as framed by the Senate committee, contains estimated revenue based on income tax rates higher than those which the House accepted and passed upon; it includes taxes that amount virtually to tariffs on imported oil and coal, levies that brought strenuous objection when they were broached in the House.

All of these may be included in the Senate bill and a new revenue bill yielding an additional billion dollars be passed there, but then the bill must be acted upon again by the House.

The House, as a matter of routine, will reject the Senate bill, which then will be put before a conference committee composed equally of Senators and Representatives, and theirs will be the task of harmonizing the differences in the House and Senate actions.

These conferees will face the task of determining whether the House will accept the Senate provisions. *If it is found that the House still remains adamant in its refusal to accept the higher income tax rates, or that it will reject the tariff provisions of the Senate tax bill, the so-called luxury taxes may be placed back in the bill and the Senate forced to accede to them.*

### No Definite Control

If both houses of Congress were under an established leadership some forecast of the final bill might be made, but there is no definite control in either the House or the Senate.

In the former, the Democratic titular leadership was shown to be a leadership in name only when a bloc led by Representative Fiorello H. La Guardia of New York, joined by many Democrats, overthrew the general sales tax. In the Senate the Progressive Republicans vote on individual measures and items as they please, holding the balance of power between the conservative Republican majority and the Democratic minority. For instance, the Senate Progressive Republicans may accede to the tariffs in the tax bill, which they generally oppose if a trade is effected giving them a tariff on copper and oil.

*In any event, it is evident that the cosmetics tax is subjected to so many outside factors that a toss of a coin may decide whether it remains out of the bill or is reinstated.*

Undoubtedly, there will be much relief a month from now when the framing of the new revenue bill is completed and the uncertainty that has harassed industry for half a year, since the necessity of a new tax bill became evident, will have been dispelled.

### Coty Wins Against Spurious Perfume

In the U. S. District Court, District of Connecticut, in New Haven, Conn., Federal Judge Hincks granted and signed a Final Consent Decree in a suit for unfair competition brought by Coty, Inc., against the Johnson Wholesale Perfume Co., Inc.

The Johnson company operates Allen's Cut-Rate Stores throughout the New England territory—in Boston, New Haven, Waterbury, and so on. Evidence was offered that bulk perfume offered for sale in the Allen Cut-Rate Stores, represented to be Coty's "L'Origan," "L'Aimant," "La Rose Jacqueminot," "Paris" and "Styx," had been tested by Coty on complaint of a retail customer, and found to be spurious and decidedly inferior to genuine Coty perfume.

Upon the issuance of the Final Decree on April 6, a permanent injunction was issued against the defendant, who was enjoined by the court from "committing any and all of the following acts: Stating or representing in any manner to anyone that perfumes or other toilet preparations not the genuine products of plaintiff, are plaintiff's products, and from selling to anyone a product not the genuine product of plaintiff, and representing either orally or in writing that the said product is a product of the plaintiff." In addition, the defendant paid a substantial sum of money to Coty, Inc., after an accounting had been waived and the amount agreed upon by both parties to the suit.

### To Show Industrial Designs

The National Alliance of Art and Industry will hold its first national exhibition of three-dimensional objects produced by industry to be shown from June 20 to October 1. This exhibit, the Designer and Industry, will be held at the Art Center Building, New York City, and will present a complete and comprehensive view of the accomplishments of contemporary American designers for the machine.

Designers from all over the country will be represented and the merchandise to be displayed ranges from containers and packages to the newest subway turnstile—with a roster of nationally prominent manufacturers as participants.

Awards will be made for utility and beauty in a number of classes. These awards are to be made in a most interesting and unique manner. The group who will make these awards is made up of five hundred carefully chosen representatives of consumer interest, numbering directors of institutions and organizations interested in design and heads of departments and industrial firms actively concerned with design and construction. This group will be representative of alert intelligent consumer interest. The awards will be made on or about September 1, by which time the group of 500 will have not only studied the especially prepared catalogue being compiled for them, but will as well have visited the exhibit and cast their vote.

N  
Hote  
remo  
the  
prop  
activ  
all  
dom  
nam  
mem  
port  
The  
trad  
char  
Abel  
app  
adop  
trad  
be  
this  
box  
T  
its  
cies  
cers  
enti  
ing  
its  
ing  
occu  
with  
from  
hous  
Soci  
vent  
the  
mitt  
J. L.  
TH  
catio  
siste  
Thor  
Lice  
to a  
teleg  
dent  
of C  
Kem  
pres  
their  
of in  
tion

# A. M. T. A. Adopts Broader Program

## *Convention Votes to Widen Scope of Association Activities and Adopts Trade Practice Rules*

**N**OTEWORTHY in many ways, the Thirty-Eighth Annual Convention of the American Manufacturers of Toilet Articles held at the Ambassador Hotel, New York, April 26, 27 and 28, will long be remembered for the forward looking steps taken by the executive board and ratified by the members in proposing to widen the scope of the association's activities and to open the doors of the association to all manufacturers of toilet preparations, whether domestic or imported. The proposal to change the name of the association and the requirements for membership in such a way as to bring in the important group of importers was unanimously adopted. The establishment of a trade practices bureau in charge of general counsel Abel I. Smith was also approved through the adoption of resolutions on trade practices which will be found elsewhere in this report, appropriately boxed for prominence.

The association showed its approval of the policies and efforts of its officers by re-electing the entire slate for the coming year and strengthened its executive board by filling vacancies which have occurred during the year with outstanding men from equally important houses in the industry. Socially as well, the convention was a complete success and much credit for the splendid arrangements made should go to the committee which functioned under the direction of Frank J. Lynch, chairman.

### **Reading of Communications**

The meeting was opened by the reading of communications by secretary Charles S. Welch. These consisted of a letter of regret and good wishes from Thomas Haugland, president of the Association of Licensed Manufacturing Perfumers of Canada in reply to an invitation to attend the convention. A similar telegram was read coming from Adrian Awan, president of the recently organized California Association of Cosmetic Manufacturers and Distributors. E. F. Kemp and Frank A. Blair, respectively counsel and president of the Proprietary Association also voiced their regrets in letters. Several letters and telegrams of invitation from cities desiring to have the convention in 1933 were referred to the executive board.

### **Amendments to the Constitution**

Several important amendments to the constitution and by-laws were then proposed for ratification on behalf of the executive board.

The first related to the trade practices committee which was increased by the amendment from four members to seven members to be appointed by the president.

### **Open Doors to Importers**

The second amended the constitution by striking out from the requirements to membership the words, "pro-

vided their products are made in the United States and bear labels conspicuously so stating." This permitted members of the important importers group to become active members of the association. It was proposed and adopted because the interests of the importers are in most respects identical with those of the domestic manufacturers and the association would be materially strengthened by their inclusion.

### **Change of Name**

Another resolution authorized a change of name of the association so that the name should include

the importers. A committee headed by C. M. Baker tentatively reported as a new name "Toilet Articles Manufacturers Association." Action on the adoption of this new name was deferred until further suggestions have been received and considered but the resolution authorizing the name empowers the executive board to make the change whenever the committee shall have decided upon a suitable name.

### **Change in Election Method**

Heretofore members of the executive board have been elected, four each year, for terms of three years each so that the complete board was only chosen once in three years. A resolution was approved changing the constitution so that members of the board be elected for one year only. This was not made retroactive so that members of the board whose terms have not expired will continue to serve until the expiration of their terms. Thereafter, the full twelve members of the executive board will be elected at each convention.

### **Official Staff of A. M. T. A., 1932-33**

**President, H. Henry Bertram, New York City.**  
**First Vice-President, Everett B. Hurlburt, Glastonbury, Conn.**

**Second Vice-President and Treasurer, Daniel J. Mulster, New York City.**

**Secretary, Charles S. Welch, New York City.**

#### **Executive Board Members:**

<b>C. M. Baker, N. Y.</b>	<b>F. C. Adams, Cincinnati.</b>
<b>Charles S. Pearce, Chicago.</b>	<b>D. H. McConnell, Jr., N. Y.</b>
<b>G. A. Pfeiffer, N. Y.</b>	<b>Northam Warren, N. Y.</b>
<b>W. L. Schultz, Hoboken</b>	<b>E. J. Griffing, Boston.</b>
<b>Cecil Smith, N. Y.</b>	<b>Dr. E. G. Thomssen, Winona, Minn.</b>
<b>J. A. Handy, Buffalo.</b>	<b>L. S. Levy, N. Y.</b>
<b>S. H. Clark, N. Y.</b>	



H. HENRY BERTRAM  
(President)



DANIEL J. MULSTER  
(Vice-Pres. and Treas.)



CHARLES S. WELCH  
(Secretary)



EVERETT B. HURLBURT  
(Vice-President)

### Trade Practice Resolutions

Boxed in an appropriate place will be found a series of resolutions on trade practices which the convention adopted unanimously. These had previously been proposed by the trade practices committee and passed by the executive board. Their adoption is a decided step forward in association activities.

### Entertainment Committee Report

Frank J. Lynch, chairman, reported for the entertainment committee, outlining the entertainment features and emphasizing the necessity of co-operation among the members in securing tickets and reservations so that all might pass off smoothly. That his recommendations were adopted is evidenced by the splendid manner in which all the entertainment features were presented.

### The President's Address

President H. Henry Bertram then delivered his president's address of welcome. In it, he outlined briefly the work of the association during the last year and made several important forward looking recommendations. The salient features of this extremely interesting and important address will be found appropriately boxed on another page.

### Nominating and Other Committees

The opening session witnessed the appointment of the nominating committee, the tellers of election and the treasurer's auditing committee. The nominating

committee for active members consisted of J. A. Handy, chairman, Dr. Martin H. Ittner, A. H. Bergmann, C. M. Baker and D. J. Mulster. That for associate members of the executive board was headed by A. D. Henderson and consisted of F. L. Butz, H. H. Boscowitz, Samuel H. Clark and Louis Spencer Levy. The tellers were F. J. Pope and Joseph Gartlan and the treasurer's auditing committee of G. A. Pfeiffer and C. M. Baker.

### Address by Raymond E. Bell

Raymond E. Bell of New York delivered the first formal address of the first day of the meeting on the subject of "Competitive Practices in Merchandising Branded Goods." Mr. Bell detailed the advantages of fair dealing and the elimination of unfair and uneconomic practices. Salient portions of his address appear on another page.

### Talk by Thomas L. L. Ryan

Mr. Bell was followed by Thomas L. L. Ryan of Pedlar & Ryan, advertising agents of New York, whose company handles some important toilet goods accounts. Mr. Ryan went more deeply into trade practices and their meaning and into a study of advertising problems and methods as the leader of a merchandising round table. His address was splendidly received and contained much of interest and importance to his hearers. Extracts from it appear elsewhere.

### Report of the Secretary

Charles S. Welch, secretary of the association, pre-



C. M. BAKER  
(Executive Board)



NORTHAM WARREN  
(Executive Board)



G. A. PFEIFFER  
(Executive Board)



CECIL SMITH  
(Executive Board)

sent.  
Mr.  
in m  
were  
and  
both  
bersh  
clude  
activ  
ies, J  
fume  
and  
and  
Labo  
Co.,  
Inc.  
is 73  
ciate.  
It  
the  
part  
cou  
merg  
ness  
actu  
with  
Bu  
secre  
total  
tion  
inter  
Trad



CHAS. S. PEARCE  
(Executive Board)



W. L. SCHULTZ  
(Executive Board)



ABEL I. SMITH  
(Counsel)



D. H. MCCONNELL, JR.  
(Executive Board)

sented his annual report immediately after the close of Mr. Ryan's talk. His report showed a slight net loss in membership during the year. New members elected were Artcote Papers, Inc., and Metal Litho Corp., both associate, while memberships terminated included the following active: Storfer Laboratories, Jolie, Inc., Lazell Perfumer, C. H. Selick, Inc., and Spencer Perfume Co., and associate: Columbus Laboratories, Hefter & Co., and Pierre Lemoine, Inc. Present membership is 73 active and 125 associate.

It was pointed out in the report that a large part of the net loss could be accounted for by mergers and other business changes rather than actual resignations or withdrawals.

Bulletins sent out by the secretary during the year totaled 43 covering legislation and other matters of interest to the members. Trade Mark Supplements

Nos. 11 and 12 were also compiled and sent out. The secretary also reported on six meetings of the executive board held during the year. His report was unanimously accepted.

### Resolutions on Trade Practices

**Be it Resolved**, that the Association of American Manufacturers of Toilet Articles is opposed to the use of untruthful, unfair and maligning statements in the advertising of toilet articles.

**Be it Resolved**, that this Association is opposed to the marketing of products which are believed to be detrimental to the health and well-being of the public.

**Be it Resolved**, that the Association is opposed to the use and/or practice of commercial bribery in the sale and/or marketing of toilet goods.

**Be it Resolved**, that the Association is opposed to the use of scandalous and derogatory statements for the purpose of substituting one toilet article for another at the point of sale.

**Be it Resolved**, that the Trade Practices Committee be authorized to proceed, upon substantiated complaint, in the name of the American Manufacturers of Toilet Articles, with the proper authorities for the investigation and prosecution of any of the practices referred to.

### Treasurer's Report

The treasurer's report was in the form of an audit by the accountant. It was submitted to the treasurer's auditing committee which subsequently reported it in order when it was unanimously received.

The report showed the association to be in excellent condition from a financial standpoint in spite of the fact that legislative activities have been unusually costly during the last year.

### Honorary Members Elected

A pleasing feature of the meeting was the election of two of the association's oldest and most effective members to the



E. G. THOMSEN  
(Executive Board)



F. C. ADAMS  
(Executive Board)



J. A. HANDY  
(Executive Board)



E. J. GRIFFING  
(Executive Board)



position of honorary membership. They were D. H. McConnell, Sr., of the California Perfume Co., New York, and A. M. Spiehler of Adolph Spiehler & Co., Rochester, N. Y. Both have served the association in many capacities over a long period of years and both are past presidents. Their election to honorary membership was a fitting tribute to their long years of faithful service.

### Transportation Committee Report

In the absence of J. E. Wilson, chairman, J. A. Handy presented his report. Mr. Wilson recommended that the railroads be placed in a position where they could make profits. He pointed out the hearings which are now in progress regarding the proposed charge by the railroads for placing cars on sidings stating that this was being closely watched. His report also outlined places for railway consolidation. Attention was also paid in the report to the progress of commercial aviation and to truck shipping. Regarding the latter it detailed the progress of hearings designed to bring the motor truck under the jurisdiction of the Interstate Commerce Commission and discussed the question of competitive rates as between the motor vehicle and the railroad. The matter of an altered postal rate schedule was also treated very fully, the committee recommending that the association approve the idea that government use of postal facilities should be paid for. Concluding his report, Mr. Wilson indicated that further increases in transportation rates were not greatly to be feared but that there was some hope of reductions.

### Report of Counsel

At the second session of the association, the important reports of the general counsel, Abel I. Smith, and the Washington representative, W. L. Crounse, were presented. These reports were of greater consequence this year than usual on account of the proposal to tax the toilet goods manufacturers 10 per cent on the value of their products.

Mr. Smith in his report said:

"The past year has brought a number of legislative attempts and before I go into that there are a number

of other important matters I would like to discuss.

"The Richard Hudnut Medal Fund has all been created and the trust formed. The money is in the hands of the Treasurer of the Association at the present time, and the provisions for the presentation of the medals are all set forth in the trust agreement.

"There have been several important changes made in the By-Laws, which were taken up and ratified yesterday.

### Trade Practice Resolutions

"I do, however, want to call your attention particularly to the resolutions which were adopted in regard to unfair practices which are quite prevalent in the trade, and I am going to read them again to you:

"Be it Resolved that the Association of American Manufacturers of Toilet Articles is opposed to the use of untruthful, unfair or maligning statements in advertising."

"The second resolution is condemning any advertising which is detrimental to the health or the well being of the public.

"Now as to those two, the Post Office Department will promptly take up upon the presentation of a case to them. Heretofore we have been handicapped by the disinclination of any individual to bear the entire brunt of going to the properly constituted authorities for the purposes of prosecuting cases which they

have either investigated or have knowledge of. These resolutions which relate not only to advertising but to commercial bribery, such as the subsidizing of buyers in stores, the—well, it is hard to define exactly what the commercial bribery consists of. It consists generally in paying somebody to give you the break over somebody else. It is unfair in business to buy a buyer or to have an assistant buyer that you purchased.

"Now as I say, heretofore nobody wanted to bring the suit. It reflected, they felt, on themselves. This resolution means that if you will send in to the Trade Practices Committee any complaint that you may have in regard to an unfair act of a competitor that constitutes unfair business, we will take it up. It doesn't necessarily have to be against a member of the Association or anybody outside or inside, and the Association as a body will present it to the properly constituted

### President's Review and Recommendations

"You are most interested in the latest developments in the proposed Federal Revenue Bill which purposes taxing our industry 10 per cent. I must here pay tribute to the splendidly convincing address made to the Finance Committee by Mr. Warren, to the very real assistance given us by our importer friends and to our counsel Mr. Abel I. Smith.

"Your executive board took a wise forward step in changing our constitution and by-laws so that doors of our Association might be opened wide to permit the importers to enter.

"The problems of our industry have completely changed from those of production to those of sales and distribution.

"I cannot too strongly emphasize that these trade practice resolutions mark a long forward step.

"A committee will report later to you regarding the employment of a full time executive secretary or manager.

"I want to again thank Mr. G. A. Pfeiffer in the name of the Association for his generosity in presenting the Richard A. Hudnut Medal trust fund, the agreement for which has just now been completed.

"I cannot close without paying the highest tribute to the wholehearted and unselfish manner in which your other officers, members of the executive board, general counsel and Washington representative have assisted in administering the affairs of your Association. It has been a real joy to work with them all."



officials if we can convince ourselves that the claim is well founded. It means that no individual will have to bear the labor or take the onus or the responsibility of being the plaintiff in a suit. The Association will go to the Federal Trade Commission in such cases that are within the scope of the Federal Trade Commission and will present it as an Association matter. The complaint will be signed by the American Manufacturers of Toilet Articles or whatever the new name of the Association will be.

"This makes it open to anybody in this Association and we are seeking to impress upon you that we want to clean out the rottenness in our industry ourselves and a very strong effort is going to be made. We are going to do it if it takes all summer and all winter.

#### Unfair Advertising

"Now so far as unfair advertising is concerned, claims of a medicinal nature or one thing or another that are absolutely founded on no fact or even on fiction, we will take those up with the properly constituted officials, probably the Post Office Department, and see that they are prosecuted as an Association matter. This is a step, and I think a big step, in the right direction to make this Association a very valuable aid to all men in business.

#### State Legislation

"The situation in regard to legislation in the various states in the past year I will give to you briefly. These were all bills introduced in the various states and I can say that we have been successful in every one in our opposition:

"In Tennessee there was House Bill 1097 which was a tax of 5 per cent on the intended retail sales price. That died.

"Florida, Senate Bill 34, was introduced on June 10, 1931, a tax of 25 per cent on retail sales price of perfumes and cosmetics. It was killed by an unfavorable report of the Committee of Finance and Taxation. Another bill was introduced in Florida to tax 25 per cent on the retail sales price of perfumes and cosmetics. That died when the Assembly adjourned.

"In Pennsylvania we had House Bill 39 which was introduced on the 17th of November, 1931, a tax of 10 per cent, stamp tax on the retail sales price of cos-

metics, also a five dollar license permit. This bill was still before the committee on the 29th of December, 1931, and since then it has died.

"Tennessee introduced three bills against our industry. One of them was passed by the Senate and the other two died. They were killed in the interim. The one that passed did not concern us as much as it did the retailers in the State of Tennessee.

"Illinois introduced a bill, Senate Bill 108, a stamp tax of 10 per cent on the retail selling price, stamps to be affixed to the packages. That was tabled.

"Arizona, Senate Bill Number 12, House Bill 14, was introduced in December of 1931, a tax on cosmetics at the rate of one cent for each article up to 25c and the same tax on each additional 20c on perfumes, cosmetics and toilet articles. It was referred to the Committee on Revenue and Finance who referred it to the Committee on Ways and Means, who reported it without recommendation. While this bill was reported as making good headway, House Bill 14 was tabled and killed, which nullified the other act.

"Mississippi, Senate Bill Number 41, was introduced in January of this year, which was a sales tax on cosmetics, 1 per cent of the price received by the seller. That was killed in committee.

"Kentucky, House Bill 374, which was introduced in January

of this year, for false and fraudulent claims by the sellers of foodstuffs and it also ordered that all goods offered for sale to be made to show the true net content. Disposition—referred to the Committee on Public Safety which does not exist.

"In New Jersey we had Assembly Bill 442 which sought to tax 2 per cent of the net gross amount of the sales of cigars, cigarettes, soft drinks, cosmetics and toilet articles. The purpose of that bill was the relief of the unemployed. It was referred to the Committee on Miscellaneous Business and is still in committee as far as I last heard, which means it will probably die.

"Kentucky, a tax of one cent on each ten cents of sales value of cosmetics and candy. Died by adjournment.

"Then in New York we had the annual Doyle bill

### High Lights of Mr. Bell's Address

"Business today has changed markedly from a generation ago. It has become socialized since that day.

"This means that there is greater emphasis upon your collective efforts in determining those parts of your individual plans which must be modified.

"Because of the intangible quality of good will, it cannot be protected in the same way that physical objects may be protected.

"Do not think for a moment that you may preserve your own good will and not recognize the necessity of preserving that of others.

"If there is misrepresentation of your competitors in printed advertising, then you must set to work immediately to remedy it.

"We have added through the radio to the possibilities of infraction of sound practices the element of the tone of the voice and the insinuation that comes from that tone and the temptation is greater because the sound disappears while the printed word remains.

"If there is one abuse that needs correction it is that of commercial bribery through the demonstrator. You cannot escape contamination yourself if such practices are indulged in.

"You may frankly and fearlessly use all the sales devices which are at your hand for legitimate purposes, but you must undertake them with full recognition of the rights of your competitor in order that you may be accorded in turn a recognition of your own rights."

which has come up for the last five or six years and on this particular occasion it was introduced just before the session adjourned and went to what is called Rules and there it died. Doyle introduces this bill every year in exactly the same language and what is back of it I haven't the slightest idea, but it has been killed every single year.

"Back in the early part of this year the Mastick Committee, which was appointed by the Governor to

go into the question of taxation, met in New York, and strange to say the American Manufacturers of Toilet Articles were the only ones represented there objecting to the proposed tax of 10 per cent on cosmetics. There was a whole lot of hot air by various allied industries that kept asking what we were going to do, what we proposed to do and all I ever did was to say to them, "Why don't you come there and register a protest?" Not a living human being appeared at the Mastick hearings but Mr. Mulster and myself. Suffice it to say we got away with it. They didn't tax cosmetics.

### The Federal Revenue Bill

"Now we come to the last thing which I want to discuss so far as my report is concerned, and that is the present Federal situation as to the Revenue Bill.

Back in, oh I guess a month or a month and a half ago a number of the officers of your Association realized the importance of this bill because before the Ways and Means Committee, the report of the Ways and Means Committee did not recommend a tax on cosmetics, however, the bill, as you know, which was a dashed together affair, which came out of the House, House Bill 10236, which is the present Revenue Bill under consideration by the Senate, was practically prepared on the floor. We never had an opportunity to appear or offer any arguments against the schedule taxing toilet preparations and the time was so short before the hearings in the Senate that we got together,

and I must say I have never seen a group of men work harder than the self-appointed committee of the Association which formulated the brief and the ideas contained in Mr. Warren's address. It was a difficult thing. There were a number of other organizations representing industries in the whole of ours, like soaps, mouth washes and toothpastes, that were seeking complete exemption from the bill and we had to proceed pretty carefully not to step on anybody's toes.

"I think that we had a brief that was a masterpiece and I don't think there was anybody that appeared before the Senate Finance Committee that made a finer address or was more impressive in his remarks than Mr. Warren was. He drove it right in and drove it in hard, and I am pleased to say that the present situation looks extremely good. I don't think that there is any chance that we will be taxed 10 per cent. I doubt if we will be taxed more than 2 per cent and there is a possibility we may be taxed less than 2 per cent, but we were about the only organization, knowing that we were going to be taxed—there weren't any ifs or ands about it—that went down there and frankly said, "We don't want to be coddled. This is what you will get. This tax will bring you the greatest

revenue. We are willing to pay a tax but you have got to give us a tax that will let us exist and continue in business," and it was quite impressive the way those Senators listened.

"Everybody that went there for days before—we sat there since Thursday day after day at the Senate Finance Committee waiting to be reached, and everybody that went in said, 'Oh, if you tax me we will be out of business. If you tax me thousands of employees will be thrown out.' It was a stereotyped statement made by every single industry but ours that went before the Senate Finance Committee. Now how it is going to redound, whether we are going to get a break,

### Mr. Ryan's Ideas on Merchandising

"The manufacturer's dollar is spent in three parts, first the product, second selling in all its phases, third profits. Recently the first and third have been going down while the second has been going up.

"It is the second part of the dollar which has been causing the trouble. In the broadest sense the demonstrator system is inimical to the idea of advertising because both are competing for the same part of the manufacturer's dollar.

"The abuses which have seeped into this industry concern both advertising and demonstrators.

"The Federal Trade Commission is in sympathy with the idea of fairness and it has routed out of the field a lot of crooks and liars, but it has thus far been dealing primarily with the printed word.

"The Commission has been hampered by restricted powers but it is obvious that, unless certain abuses are corrected from within the industry, those powers are going to be increased.

"Rabid, knocking copy is an abuse and in my opinion a lot of copy serves only to confuse and baffle the reader.

"I would like to see the Federal Trade Commission put all forms of promotion, advertising, demonstrators and other selling methods on the same footing.

"Vicious propaganda on the part of the demonstrator can have only one effect upon the consumer. She must eventually lose faith in every product of the class.

"To say that the demonstrators are instructed to behave upon the sanctioned code of fairness is to beg the question, for the 'quota' never ceases its pressure upon them.

"Knocking and slander are a condition condoned, if not actually fostered by certain short sighted manufacturers.

"It's up to you to drive out the chiselers and the slanderers, to square away and put this part of the business that is not seen by the public upon as clean a basis as most of your advertising has already been placed. The major initiative must come from the manufacturers."

I feel pretty sure that we will. The situation there I think is in excellent shape.

"I have a little short statement which I will read to you:

"The Federal Revenue Bill still holds the center of interest at Washington and throughout the country as well.

"The Senate Finance Committee has completed its hearings and will begin on Monday (that was the day before yesterday) to consider the bill as it came from the House in executive sessions (they are in executive session now), and it will probably decide within the week what amendments it will offer (I understand they have promised to have the bill out of committee and ready to report on the 2nd of May) —what provisions it will accept, what it will amend and what it will reject is being considered now.

"The bill will probably reach the floor of the Senate within another week and will be discussed on the floor of the Senate for a more or less indefinite period, although there is apparently an effort to hurry the measure to completion and get it passed through the Senate.

"When it is passed by the Senate it will of course be sent to the House and will then be referred to a conference committee, and

the conference report will then have to go to the House and Senate, and they may not agree on the conference report, in which event it would be sent back. It is impossible to predict when the bill will be enacted."

"There is a very distinct opposition on the part of certain of the Senators to the tariff provisions that are contained in the Revenue Bill. There are a number of objections to that. As I understand it, if it comes in the Revenue Bill they are not given the benefit of the

prevailing tariff. They can't raise it or lower it if it proves to be inequitable to any particular branch of the industry, but there is a very distinct feeling in the Senate against particularly Soviet goods and goods brought into this country in opposition to our goods. The copper trade showed that very distinctly. I don't think the copper mines in this country can manufac-

ture or compete with the Chili copper or with the Rhodesian copper, yet as one of the Senators said to a witness from the State of Connecticut who was there as a manufacturer of the finished product, 'What you want,' he said, 'is no duty on the product coming in but you want a stiff duty on the stuff after you manufacture it,' and that seems to be the attitude.

"There will be a very distinct battle on the question of the tariff when the bill is reported if it does contain any tariff provisions and I understand it does as to coal, as to lumber and as to copper.

"There are indications, rather strong but not determining, that the Senate Committee will report in favor of a reinstatement in the bill of a general sales tax provision pretty much along the line of the original recommendation of the House Ways and Means Committee.

"This will probably be decided by the Finance Com-

mittee at an early session, as will also the question of tariff features, and of other matters.

"Owing to the state of unrest in the country, an effort will be made to hurry this bill to completion.

"The Senate Committee on Finance has a Republican majority, while the House has a Democratic majority, and politics are entering into the revenue bill very largely, which further complicates the matter and possibly will postpone the date of final acceptance by both

### What Phil Paley Told Them

"If I were Webster I would define 'Volume' as 'Ruination.' That is what volume has brought to nearly all of us.

"If you are going to live and survive you must do a natural business and make some profit.

"Here is what combination packages do. In addition to the waste of profit, you have created numbers for no rhyme or reason.

"About 80 percent of the returned goods problem comes from false volume and bringing out numbers without rhyme or reason.

"On returned goods you make the mistake of measuring all of your customers with the same yardstick.

"It is tough to rule your employees if you make an unjust rule but who can sit back and think that he can rule his customers? Take a stand if you want to but take a stand individually, call us by name, don't just give us a number.

"You manufacturers started the demonstrators. We tolerate them as a necessary evil. Why be afraid of a big store? Pick out the places where they don't have enough merchandise for your demonstrators to sell, and take the demonstrators out of those stores.

"Where a manufacturer makes an honest effort to protect his selling prices, I will say at least 95 per cent of the time he can be successful. If you don't protect your prices you are going to force us into store brands because we must have a profit to live.

"I get some of the most gorgeous booklets and circulars that cost a lot of money to print and there is only one place I can put them and that is the waste basket. What would I do with all that stuff if nobody had invented a waste basket?

"National advertising is a fine background but we must have local advertising. National advertising doesn't move the goods off our shelves and if our shelves get loaded up, it is just too bad for you.

"I would like to see the owners or the presidents or whatever they call themselves keep their doors open a little bit more.

"I think the cosmetic business is in better shape than any business I know of. They are not buying the necessities but rouge, face powder and cream have kept up and as you know prices haven't been reduced."

houses of any revenue bill which may be proposed.

"There is apparently a determination on the part of both branches, and parties, to balance the budget.

"We are keeping closely informed on the situation and will advise you from time to time, but of course the newspapers are carrying very full reports and usually very accurate reports of the situation."

"So all I can say in conclusion is that it looks extremely likely that there will be no high charges made, but they will be small, the percentage of the tax will be low and will be spread probably over a very much larger number of items."

#### Discussion of Tax Question

MEMBER: "Mr. Smith, may I interrupt to ask a question? Even if the Senate Finance Committee settles on say 2 per cent of the sales tax on our stuff and that rate is adopted by the Senate, that doesn't mean that we are all right?"

MR. SMITH: "Oh no, the Senate bill will go back to the House. The House of Representatives, the lower branch, is the only branch that can originate revenue legislation. The Senate can't start anything. It must start in the House.

"Now when it comes from the House to the Senate, the Senate can disregard every single provision in it and take nothing but the title of the bill and rewrite it, which is what the Senate is now doing, but when you look at the haste in which the bill was written on the floor of the House, there is no question that a great many of the provisions were intended to be changed by the Senate. They would have taxed snowballs if somebody had offered the resolution to tax them; they would have put it in—it wouldn't have made any difference; they wanted to get rid of that bill so fast, to get it over to the Senate and dump it there.

"Now the Senate Finance Committee will report to the Senate a bill which will be its baby. Then that bill will be discussed by the Senate and there will be arguments by pros and cons; there will be the tariff group that object to the tariff in the revenue bill and that bill will finally be passed in some shape, probably amended. I don't think there will be any changes made in the excise taxes other than recommended by the Senate Finance Committee. Then it will go to the House.

"Assuming a millennium has arrived, the House will take the Senate's bill and pass it, but I doubt very much if they do without amending it. If there are any

particular amendments of any consequence to the bill it will then go to a conference committee. There will be 5 members of the Senate and 5 members of the House.

"Now of course Mr. Garner has expressed his specific endorsement of the Ways and Means Committee bill, so I think it is safe to say that whoever Mr. Garner appoints as the conferees with the Senate conferees, they will probably be in favor more or less of the Ways and Means Committee's bill. Now when the Senate Conference Committee and the House Conference Committee get together and decide on the bill finally it almost invariably passes both houses without any further objection because they have agreed to pool the issues with their conferees.

"I know of only one case where the Conference Committee was deadlocked and that was where the House took occasion to instruct by a vote of the House the conferees that they were to abide by a certain plan and as to that there would be no waiver and the Senate wouldn't agree to it and the conference broke up in a deadlock, but that is a good many years ago."

J. A. HANDY: "Mr. Smith, the Conference Committee can't go above or below the limits fixed in the bill?"

MR. SMITH: "No, they can't go below or above the limits fixed in the bill or the amendments fixed in the House, but they will have pretty wide latitude as to that. It is hoped that this

Senate bill will not have to go to conference because that takes some considerable time.

#### Report of W. L. Crounse

MR. SMITH: "Mr. Crounse has sent me his report which he has asked me to read to you gentlemen and which I will now proceed to do.

"The past year has been a momentous one for our industry. Easily leading in interest is the new tax bill now pending in Congress. We are making the most vigorous efforts to protect our industry against the imposition of the exorbitant tax proposed by the House of Representatives and trust that the Senate will either reduce the impost materially or remove it altogether. Whatever the outcome, members of our industry will undoubtedly endeavor to take a philosophical view of the matter, bearing in mind the great needs of the National Treasury and the importance from every standpoint of having a balanced budget.

#### Mr. Horgan on Association Work

"The basis on which the recent award to the Paint and Varnish Manufacturers Association was made was the effort we made to put our own house in order.

"We have organized a bureau which strives to preserve fair competition and to suppress the evils which creep into the merchandising of any product.

"This bureau preserves strict confidence on all complaints made to it until the case is closed. It tries to deal with all forms of unfair competition which affect the industry as a whole.

"We are making every effort to stabilize conditions within our industry. A committee is studying the problems of competitive marketing and has already developed several interesting points. Among them the practice of giving free goods.

"We operate a trade mark bureau in which all the trade marks for paint and varnish are registered and which gives advice at nominal cost to any manufacturer desiring to adopt a mark.

"The possibilities for development in trade association work today are greater than ever before. The properly organized trade association can render service which is absolutely necessary to business men today."



"The practicability of the dual administration of the prohibition laws by the Treasury Department and the Department of Justice, pursuant to the provisions of the Williamson Act, has been fully demonstrated. The Capper-Kelly Honest Merchandising Bill has been reported from the Senate Committee on Interstate Commerce, though without a recommendation; and legislation placing cosmetics under Federal jurisdiction has thus far been successfully opposed.

### New Internal Revenue Tax Bill

"Far and away the most important development of the past year has been the movement in Congress to pass a new internal revenue tax bill designed to raise approximately a billion and a quarter of dollars. Hearings were granted in advance of work on the bill and our vice-president, Mr. Everett B. Hurlburt, presented a vigorous protest against singling out our industry for taxation. When first framed by the House Ways and Means Committee, the bill contained a sales tax provision under which all toilet articles would have been taxed with almost all other merchandise at 2.25 per cent. The sales tax, however, was beaten on the floor of the House, whereupon the Ways and Means Committee resorted to a so-called manufacturers' excise tax devised to fill the gap. Such a tax at the rate of 10 per cent, payable by the manufacturer, was imposed on toilet articles and in addition to other taxes an exceedingly drastic provision was written into the income tax section of the bill making dividends on stocks of corporations subject not only to the surtax, as in the present law, but to the normal tax as well, thus imposing double taxation.

"Business men in all lines will recall the drop in the stock market that followed this action representing the loss of billions of dollars in the value of securities. When the bill reached the Senate it was referred to the Finance Committee for hearings which were attended by a delegation of members of our Association, the spokesman of which, Mr. Northam Warren, made an impressive argument against the 10 per cent tax adopted by the House and urged that a tax of 2 per cent would prove the greatest revenue producer as it

would be absorbed by the great majority of manufacturers and therefore would not reduce sales volume.

"It was especially urged that the rate of 2 per cent applied to the output of the industry with no exemptions would produce greater revenue than a larger tax with soaps, dentifrices, etc., exempted, as proposed in certain quarters. These considerations, it was urged, were of importance not only to the manufacturers of toilet articles, but also to the supply houses catering to the trade, including bottle manufacturers, box makers, etc.

"Attention was called to the fact that of the \$200,-

000,000 worth of articles taxed as toilet goods, approximately \$70,000,000 worth are sold in five-and-ten cent stores with a profit of not to exceed 4½ to 5 per cent. These stores cannot raise the price nor absorb the tax and the elimination of this business means the discharge of upwards of 4,000 employees with a heavy curtailment of glass bottle and other glass container production, not to mention labels, cans, boxes, etc.

"That the public demands lower prices on all merchandise is shown by the steady increase in the sales of the five-and-ten-cent stores. A 10 per cent tax must be passed on, it was urged, for no manufacturer in this industry can absorb such a tax. It would represent all the profit of a large house and much more than the profit of a small house.

"Finally, our representatives contended that while the Association joined heartily in the movement to balance the budget, the proper way to do it was to impose excise taxes at low rates on a broad range of articles not of first necessity. Near the close of the hearing Secretary of the Treasury Mills presented a revised project for the pending tax bill from which he eliminated the excise tax on toilet goods. Upon the conclusion of the hearings, Chairman Smoot announced that the bill would be taken immediately for consideration in Committee, as it was desired to place the tax bill on the statute books at the earliest practicable date. It is to be hoped that some of the economic blunders committed by the House in its framing will be remedied by the Senate.

"At our last convention we voiced our opposition to increases in first-class letter postage. Congress, how-

### Mr. Hassinger's Points on Packaging

"Unless you have a definite reason for changing your package, leave it alone.

"Good taste is a matter of knowledge, not of opinion. Study the market; get the facts.

"The package should not be asked to do the entire job of selling.

"There are three elements of package design: utility, quality and economy.

"If the package fits the product, its use and its personality, it is a good package.

"An important element in design after practicability is color. We have learned a lot about color and its uses in the last five years.

"Be sure your new package will fit in with what you are trying to do in your advertising.

"A great many manufacturers are declaring to the public that they are ashamed of their packages today. They prove it by bringing out special Christmas and holiday packages in styles different from their regular ones.

"In your labels, the first element is legibility of type.

"Individuality: if your package is individual it can be described and unless you can describe it, it isn't worth a whoop from a merchandising angle.

"In a full line, the relationship of one package to another is of great importance.

"Successful package designs are not accidents, but are the result of careful, serious planning and consumer reaction is the most important consideration."

ever, in connection with the new tax law brought forward for the purpose of balancing the budget has already seen fit to suggest the raising of letter postage to three cents per ounce. This is an emergency proposition, however, and it is hoped that the two-cent rate will soon be restored. The House wrote the three-cent rate into the tax bill after defeating the proposed sales tax, but it is by no means a certainty that when the bill finally emerges from conference this increase in the first-class postal rate will be confirmed.

"It will be remembered that at the last session of Congress, the Post Office Department urged an increase in the first-class letter rate from two cents to two and a half cents per ounce. Realizing the great importance to our industry and to the general prosperity of the country of the maintenance of minimum postage rates, our Executive Committee adopted resolutions against the proposed increase in the first-class letter rate, basing its opposition chiefly on the ground that this class of mail showed a profit of over \$75,000,000 annually, while other classes made little or no profit and second-class mail showed an annual deficit of nearly \$100,000,000.

"Our Committee was firmly of the opinion that nothing could be more unwise than raising the first-class letter rate and that no greater folly could be committed at a time like this than to place an additional obstacle in the way of the freest possible use of the mails.

#### Changes in Parcel Postal Rates

"The Interstate Commerce Commission on July 7, 1931, issued a decision granting authority to the Postmaster General to increase the limit of the size of parcels of fourth class mail matter from 84 to 100 inches in length and girth combined and the establishment of a minimum charge for parcels measuring over 84 inches, as well as an increase in the limit of weight for a single parcel from 50 to 70 pounds in all zones. This change is expected to add materially to the parcel post business of the Post Office Department. Estimates have been made that the increase in the weight limit will add \$1,500,000 to the Department's revenue a year, while the increase of the size of parcels to be carried by parcel post will add \$2,500,000 to the revenues, making a total increase in the receipts from parcel post of \$5,000,000. The regulations carrying into effect this decision of the Commission became operative August 1, 1931.

"Another significant decision of the Interstate Commerce Commission, revising rates for parcel post matter, was handed down on March 15, 1932. This decision provides for an increase in the rates on parcel post matter for short-haul traffic and decreases for long hauls. The Postmaster General has promulgated an order making these changes in rates effective October 1, 1932. This will give all concerned adequate opportunity to adjust their catalogs, price lists and other kindred matters. The Post Office Department hopes that by October 1st, business conditions will enable both shippers and their customers to absorb the increases ordered without hardship. It is estimated that the increases will net the Department \$7,500,000 on the annual basis and enable it to reduce its present apparent loss on this class of traffic.

"At our last annual convention our Association adopted resolutions calling upon Congress to repeal that part of the law giving authority to the Interstate Commerce Commission to fix parcel post rates. It is our contention that all postal rates should be within the exclusive control of Congress and that a mere executive agency which owes no direct responsibility to the people should have no part in the matter of determining these rates. A measure to this effect has already passed the Senate and is pending before the House Committee on Post Offices and Post Roads.

#### Capper-Kelly Honest Merchandising Bill

The Capper-Kelly Bill was promptly reintroduced by its authors in the present Congress. In view of the fact that this legislation was passed by the House of Representatives during the last Congress, the friends of the measure decided upon a change in parliamentary tactics and pressed for action in the Senate. Strong efforts were made to secure hearings on the bill which were successful when the Senate Committee on Interstate Commerce ordered the measure up on January 25.

Senator Capper of Kansas officially presented the bill to the Committee and was followed by Representative Kelly who thoroughly analyzed the bill and answered numerous questions propounded by Chairman Couzens and members of the Committee. Congressman Kelly was followed by a large and impressive list of witnesses before the Committee. Our Association was honored by the presentation to the Committee by Representative Kelly of copies of the resolutions heartily endorsing the Capper-Kelly bill adopted at our last convention. The hearings were concluded March 2nd, with rebuttal testimony by proponents of the legislation. The Committee reported the measure without recommendation, but the bill is now in a favorable position where it can be taken up for consideration by the Senate. Every effort will be made to expedite action in the Senate although there may be some delay due to the many important measures pending before Congress and the congested condition of the legislative docket.

#### Federal Anti-Cosmetic Legislation

"In my last annual report I called attention to the fact that the Seventy-First Congress ended without any legislation restricting the manufacture, distribution or sale of cosmetics. Up to the present stage of the Seventy-Second Congress, no attempt has been made to enact such legislation.

#### Martin Bill to Amend Poison Laws

"Considerable interest was recently aroused in Congress by the introduction by Representative Martin of Oregon of a bill permitting cosmetologists and barbers to receive through the mails articles containing poisons under the same conditions that now prevail with respect to shipments of such goods to physicians, druggists, etc. A careful examination of the bill discloses the fact that the measure merely amends the existing postal laws by permitting cosmetologists and barbers to enjoy certain privileges which heretofore have been restricted to doctors, pharmacists, veterinarians, etc. The bill originated with certain associations of cosmetologists and barbers in Oregon and has no





S. H. CLARK  
(Executive Board)



W. L. CROUNSE  
(Washington Representative)



L. S. LEVY  
(Executive Board)

other backing than that of the cosmetologists. On the contrary, the Post Office Department is strongly opposed to the measure. It hardly need be said that legitimate manufacturers in the toilet goods industry have no desire to ship articles containing poisons to cosmetologists or barbers. The defeat of the bill seems to be a foregone conclusion.

#### Functioning of Prohibition Under Dual Control

"The dual system of prohibition control which became effective July 1st last, pursuant to the provisions of the Williamson Act, has proven entirely satisfactory to the users of industrial alcohol. While the penal provisions of the law are being enforced by the Department of Justice to the general satisfaction of the public, Dr. Doran, as the head of the newly-created Bureau of Industrial Alcohol, has carried out a safe and sane policy with respect to permit holders. The recently-devised regulations are working well and enforcement officials as well as permit-holders have become very familiar with the requirements of the new system. The best possible relations exist between the officials of the Department of Justice and the Treasury Department with respect to law enforcement and the new system, the operation of which was regarded at the outset with some apprehensiveness, is working to the general satisfaction of both the Government and alcohol users.

#### Outlook for Future Prohibition Legislation

"It is an open question whether there will be any prohibition legislation of importance in the present Congress which adjourns March 4th next, either to meet the recommendations of the so-called Wickersham Commission or otherwise.

#### Dr. Doran's Alcohol Policy

"Dr. James M. Doran, Commissioner of Industrial Alcohol, recently caused an elaborate review to be made of the production, distribution and consumption of industrial alcohol, the results of which have been incorporated in an interesting report entitled, 'Facts Concerning Industrial Alcohol.'

"Dr. Doran makes it clear that practically all the frauds now practiced result from the production of alcohol from other materials than those manufactured with industrial alcohol issued under permits. Bootleggers have turned to crude methods of manufactur-

ing alcohol from such materials as corn sugar and other articles which cost less to obtain than many products made from legitimate industrial spirits. Grain and molasses also furnish illegitimate sources of bootleg alcohol. Dr. Doran is certainly to be congratulated upon the excellent work that has been accomplished during his regime."

#### Resolution on Federal Revenue Bill

The following resolution was adopted regarding this important matter:

*Whereas*, the House of Representatives has passed an internal revenue tax bill imposing a tax of 10 per cent on toilet goods, and

*Whereas*, such an impost is exorbitant and cannot possibly be absorbed by the manufacturer but must be passed on to the consumer and therefore will be certain to reduce production and consumption to a disastrous extent, and

*Whereas*, the French government has sought to collect a 10 per cent tax on toilet goods but has found it economically unsound as a revenue measure, and

*Whereas*, Secretary of the Treasury Mills has submitted to the Senate Finance Committee a revised project for the pending tax bill from which he has eliminated the excise tax on toilet goods, and

*Whereas*, if Congress should insist on taxing our products, manufacturers generally would make every effort to absorb a tax of 2 per cent in order to prevent a reduction in the consumption and output of the industry, *therefore be it*

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled, hereby heartily indorse Secretary Mills' plan for relieving our industry of the burden of a discriminatory tax, but in the event that in the wisdom of Congress a tax is imposed we vigorously urge that it be in the form of a sales tax of 2 per cent to be paid by the manufacturer in lieu of the proposed 10 per cent tax carried by the House Bill, *and be it further*

*Resolved*, that copies of these resolutions be forwarded to the Chairmen of the Senate Finance and House Ways and Means Committees.

#### Memorial to T. J. McHugh

At the close of this session, word was received of the sudden death of Thomas J. McHugh and in tribute to his memory the convention adjourned for a moment.

### Report on Domestic Plant Growing

Forwarded to the convention by A. F. Sievers of the Bureau of Plant Industry, Department of Agriculture was his report on the growing of volatile oil plants in the United States. This report detailed the work on rose geranium which has already appeared in full in *THE AMERICAN PERFUMER* and continued with a discussion of lavender. Considerable progress has been made with this plant in the State of Washington with most encouraging results as to yield and quality. The results with roses in Oregon, however, have been less satisfactory, the yields of concrete and absolute obtained being very small. The experiments on rose will be duplicated during the present season. Plans for planting of Clary sage have been made and seed will be put out this Spring. Experiments with sweet basil have continued with fairly good results.

### Address by Phil Paley

The following session was featured by two very interesting addresses. The first of these by Phil Paley of Kaufmann's Department Store in Pittsburgh was most ably presented and to the point. Mr. Paley, who is familiar with all of the difficulties of department store merchandising made many interesting and telling points which are quoted in a box elsewhere in this report.

### Talk by George V. Horgan

George V. Horgan, secretary and manager of the National Paint, Oil & Varnish Association and the American Paint & Varnish Manufacturers' Association, which recently won an award as the trade association which has during the last year accomplished the most for its industry, talked on trade association work and what an association can do for its members. Mr. Horgan's talk which was listened to with much interest, is outlined elsewhere in connection with this report.

### Talk of Dr. Doran

Dr. James M. Doran, Commissioner of Industrial Alcohol was a speaker at the final morning session. He pointed out that there had been few difficulties with industrial alcohol problems of the industry during the last year and made a plea for patience in handling matters with the authorities, indicating that some measure of delay is unavoidable but that his bureau is making every effort to handle all matters promptly. He urged the association to maintain its conservative position and not to adopt rash or destructive practices which may seem to be of temporary advantage, and closed with an expression of his admiration for the association and those who have directed it during the years and of good wishes for its continued success and prosperity.

### Address of Dan B. Hassinger

At the closing session the members had the pleasure of listening to a very instructive address by Dan B. Hassinger of New York, an expert on packages and packaging. This address is outlined elsewhere.

### General Toilet Goods Show

President Bertram suggested the idea of a general toilet goods show and urged the members to give the

idea careful consideration pending the sending out of a general bulletin on the subject which he said would be issued at a little later date.

### Permanent Executive Secretary

Consideration was also given to the matter of establishing a permanent executive organization under the direction of a competent full time secretary and manager and a committee will be appointed which will report this matter in detail in a bulletin to the members later.

### Committee on Research

Col. Marston T. Bogert of Columbia University, New York, presented an outline of the work of the committee on research during the last year. Col. Bogert told of the Davidson survey by his committee to select problems for the committee's consideration and stated that the first to be taken up would be the matter of cosmetic colors on which considerable preliminary work had already been done. The formal report urged the formation of a "National Institute" along the lines of those existing in connection with other associations. It outlined a series of problems, printed in our February issue, which the committee believes worthy of careful study, listed 11 publications by the committee during the last year and reported on numerous investigations now under way. These cover aldehydes, citral, bergamot oil, radiation effects, retene, cyclohexanone, oil of St. Johnswort, terpinol, stereochemical configuration, developing odor in scentless flowers, rosin and rosin oil, new synthetic perfumes and ionene. Col. Bogert gratefully acknowledged gifts of books, samples and other material to the reference collection, particularly a set of samples donated by M. Naef & Co., Geneva through Ungerer & Co., New York.

### Odorgraphia Committee

Dr. Curt P. Wimmer of the College of Pharmacy, New York, Columbia University, read his report as technical secretary of the Odorgraphia committee. He reported that work had been continued along the lines outlined at the last convention. There are now on hand checked results of an investigation of ten synthetics: cinnamic aldehyde, methyl heptene carbonate, diethyl phthalate, benzyl acetate, phenylethyl alcohol, phenylethyl acetate, diphenyl oxide, iso-eugenol and coumarin. These results will be checked once more and then published in the form of monographs.

### Election of Officers

Officers were re-elected according to the slates brought in by the nominating committees. The complete roster of officers and members of the executive board will be found on the first page of this report.

### Resolutions Adopted

In addition to the resolutions adopted on the first day and the one directly concerned with the revenue measure which appears in an appropriate place immediately following our report of the tax discussion, the following were presented by W. L. Schultz, chairman of the committee on resolutions and were unanimously adopted.



THE ENTERTAINMENT COMMITTEE

Standing: Robert C. Kelly, S. L. Mayham, Charles E. Kelly, Dr. W. T. Haebler, S. H. Corkran, Karl Voss, E. W. King, F. J. Lueders, Louis Spencer Levy. Seated: W. E. Klaas, F. J. Pope, W. C. Young, Frank J. Lynch, chairman, L. R. Root, W. P. Murray, A. C. Burgund.

#### Resolution on Deceased Members

*Whereas*, since the last meeting of our Association we have lost by death the following named members:

C. W. Beggs, C. W. Beggs Sons & Co.; Samuel Colgate, Colgate-Palmolive-Peet Co.; Monroe Loeb, Reich-Ash Corp.; Thomas J. McHugh, Vadsco Sales Corp.; Bert O'Leary, Kiefer-Stewart Drug Co.; James V. Reed, J. B. Williams Co.; George C. Spencer, Spencer Perfume Co.; Paul Watkins, J. R. Watkins Co.; Willard B. Daniels, Whittaker, Clark & Daniels; William T. Graham, American Can Co.; Edmund Hoffman, American Can Co.; J. Harrell Howe, Dodge & Olcott Co.; Karl Kiefer, The Karl Kiefer Machine Co.; Auguste Muller, Bertrand Frères; Albert M. Todd, A. M. Todd Co.; Dr. T. C. Wheaton, T. C. Wheaton & Co.

*Therefore be it resolved*, that this Association keenly feels the loss of their counsel, friendship and support, and extends to their families and the companies with which they were connected the expression of its deepest sympathy, *and be it further*

*Resolved*, that this resolution be spread upon the minutes of the Association and that copies be sent to the families of the deceased and to the companies with which they were connected.

#### Resolution on Capper-Kelly Bill

*Whereas*, the so-called Capper-Kelly Honest Merchandising Bill was the subject of exhaustive hearings before the Senate Committee on Interstate Commerce and is now pending in the Senate, and

*Whereas*, almost the entire business community indorses this legislation as a protection to legitimate industry against predatory price-cutting, and

*Whereas*, the leading business men of the country are of the opinion that this is a sound economic measure and that its enactment, permitting manufacturers of trade-marked or otherwise identified merchandise to fix the resale prices thereof, would be a real factor in relieving the widespread business depression, *therefore be it*

*Resolved*, that the American Manufacturers of Toilet Articles in annual convention assembled hereby reiterates its indorsement of this legislation and pledges its membership to renew their activity in the interest of

the Capper-Kelly Bill to the end that this much-needed legislation may be placed upon the statute books at the earliest possible moment, *and be it further*

*Resolved*, that copies of these resolutions be forwarded to the Chairmen of the House Committee on Interstate and Foreign Commerce and the Senate Committee on Interstate Commerce.

#### Resolution of Thanks to Dr. Doran:

*Whereas*, Dr. James M. Doran, Commissioner of Industrial Alcohol, by the wise policy pursued by him in the enforcement of his bureau has greatly benefited the users of industrial alcohol; and

*Whereas*, Dr. Doran has frequently delivered before our conventions addresses both interesting and instructive, *therefore be it*

*Resolved*, that the thanks of the American Manufacturers of Toilet Articles, in annual convention assembled, are hereby tendered to Dr. Doran, *and be it further*

*Resolved*, that a copy of these resolutions be forwarded to Dr. Doran.

#### Resolution on President Bertram's Administration

*Whereas*, President H. H. Bertram has directed the activities of the Association with great skill and marked diplomacy throughout the past year and has secured an unusual measure of cooperation from our members, which has added greatly to the efficiency of our organization, *therefore be it*

*Resolved*, that this Association in appreciation of Mr. Bertram's services extends to him a cordial vote of thanks.

#### Thanks to Washington Representative and Counsel

*Whereas*, W. L. Crounse, our Washington representative, and Abel I. Smith, our Counsel, during the past year have continued to give the Association their loyal and conscientious service and have by their watchfulness protected and furthered the interests of our membership, *therefore be it*

*Resolved*, that we tender to Mr. Crounse and Mr. Smith our sincere thanks and appreciation.

#### Resolution Commends "The American Perfumer"

*Whereas*, THE AMERICAN PERFUMER throughout the past year has again devoted much valuable time and space to the interests of our industry and especially to the general welfare of the American Manufacturers of Toilet Articles in the dissemination of useful information, *therefore be it*

*Resolved*, that this Association expresses its hearty appreciation of the enterprise and public spirit shown by THE AMERICAN PERFUMER and tenders to that journal the hearty thanks of the Association and to its staff, particularly the publisher, Louis Spencer Levy, and his associates, William Lambert and S. L. Mayham.

#### Resolution on Trade Press

*Whereas*, the *Drug Trade News* and *Toilet Requisites* throughout the past year have given us their co-operation and efforts to better our industry, *therefore be it*

*Resolved*, that we extend the same thanks to these two publications as to THE AMERICAN PERFUMER and particularly to Jerry McQuade, Dan Rennick, Fred J. Pope and James M. Doherty.

#### Resolution Commending Magazine Work on Switching

*Whereas*, many leading magazine and newspaper publishers and advertising agencies have for some time past recognized the evils in the toilet goods industry arising from the practice of switching rival brands of merchandise at the point of sale in the attempt to substitute one brand of merchandise for another requested by the consumer, and

*Whereas*, these organizations are now actively engaged in efforts to bring to the attention of the public the evils attending the practice of these abuses, *therefore be it*

*Resolved*, that the Association of American Manufacturers of Toilet Articles in its 38th Annual Convention extend its wholehearted endorsement of this work with the urgent request that it be carried forward vigorously along its present lines.

#### Resolution of Thanks to Hotel

*Whereas*, the manager and staff of the Hotel Ambassador have shown both diligence and courtesy in looking after the welfare and comfort of the members of the American Manufacturers of Toilet Articles in attendance upon this convention, *therefore be it*

*Resolved*, that the thanks of this Association are hereby tendered to the Ambassador Hotel and its staff who have done so much to make this meeting a notable success.

#### Resolution on French Luxury Tax

*Whereas*, efforts have been made by members of the American Manufacturers of Toilet Articles doing business in France to secure relief from the 12 per cent luxury tax in France, and

*Whereas*, it has been made clear by the French Gov-

ernment that so long as the American customs authorities insist upon levying a duty on French imports of toilet articles in the United States, plus the luxury tax of 12 per cent, although that tax is not levied by the French Government upon exports, *be it*

*Resolved*, that this situation be made known to the Tariff Commission by our Tariff Committee in order to make clear the unfavorable effects resulting from excessive tariff policies.

### Entertainment Features

As usual, entertainment at the convention was one of its most prominent features. Opening with a theatre party on the first evening when members and their guests were taken in taxicabs to the current Ziegfeld success "Hot-Cha" and immediately after the theatre conveyed back in taxicabs to the hotel for a sumptuous after-theatre supper followed by dancing which continued until an early hour.

The second evening was left open, as is the custom when the convention is held in New York in order that individual parties might arrange entertainment to suit their own pleasure and convenience.

The closing evening was given over to the annual banquet at the hotel. This colorful affair was preceded by a reception and followed by dancing and was thoroughly enjoyed by the more than five hundred members and guests who attended. Novel and interesting menus in the form of spring tape measures with the association's seal imprinted on them in green and the menu printed on the reverse side of the tape were an innovation, while numerous favors and noise makers added to the gaiety of the occasion.

For the ladies, souvenirs in the form of handsome pen and pencil sets were provided while for the men attractive ash trays in chromium plate were furnished by Scovill Manufacturing Co. Acknowledgment must also be made to Artcote Paper Co., for the handsome gold paper covers used on the coupon books at the meeting.

The committee which spent weeks arranging this very successful program consisted of Frank J. Lynch, chairman, L. R. Root, Scovill Manufacturing Co., and W. C. Young, Swindell Brothers, vice-chairmen and the following members: C. E. Kelly, Hagerty Brothers & Co., Karl Voss, Karl Voss Corp., Robert C. Kelly, John Powell & Co.; Sewell H. Corkran, A. H. Wirz, Inc.; Dr. William T. Haebler, van Ameringen-Haebler, Inc.; Louis Spencer Levy, Perfumer Publishing Co.; E. W. King, Lorscheider, Schang Co.; A. C. Burgund, Carr-Lowrey Glass Co.; F. J. Pope, Pope Publishing Co.; F. J. Lueders, George Lueders & Co.; S. L. Mayham, Perfumer Publishing Co.; W. E. Klaas, Consolidated Safety Pin Co.; and W. P. Murray, Continental Can Co.



FRANK J. LYNCH



## Present at the Convention

### Active Members

Allied Products, Inc. .... New York City  
D. H. McConnell, Jr., A. D. Henderson, W. Van Alan  
Clark, J. M. Williams  
Elizabeth Arden, Inc. .... New York City  
T. J. Lewis, Wm. A. Flanagan  
A. P. Babcock Co. .... New York City  
H. Henry Bertram  
Blasco Perfumer .... Brooklyn, N. Y.  
Gaston J. Block, G. J. Block, Jr.  
Bliss Laboratories, Inc. .... New York City  
Felix Levy  
Citizens Wholesale Supply Co. .... Columbus, Ohio  
S. J. Schwarzwaldner  
Colgate-Palmolive-Peet Co. .... Chicago, Ill.  
Arthur H. Ingalls, G. D. Livesay  
Crystal Chemical Co., Inc. .... New York City  
S. Picker, Rhoda C. Picker  
Daggett & Ramsdell .... New York City  
G. T. Daggett  
E. W. Hoyt & Co. .... Lowell, Mass.  
Neil Douglas  
Richard Hudnut .... New York City  
G. A. Pfeiffer, C. L. Pfeiffer, C. A. Pennock, K. W.  
Tracy  
Jaciell Perfumers .... New York City  
Chas. W. Dorn  
Andrew Jergens Co. .... Cincinnati, Ohio  
J. D. Nelson  
Larkin Co Inc. .... Buffalo, N. Y.  
J. A. Handy  
Lehn & Fink .... Bloomfield, N. J.  
W. H. Gessel, J. J. Reiners  
Lever Bros. Co. .... Cambridge, Mass.  
William Phillips  
Lightfoot Schultz Co. .... Hoboken, N. J.  
W. L. Schultz  
Ferd. Mulhens, Inc. .... New York City  
Richard Stern, Daniel J. Mulster, Martin Kaufman  
Oxzyon Co. .... New York City  
A. H. Bergmann, H. B. Grubb, F. A. Schwannecke,  
Frank Bergmann  
Parfumerie St. Denis .... New York City  
Irving A. Veith, Richard Franz Erental  
Paris Cosmetics, Inc. .... New York City  
Louis Friedberg  
Pinaud, Inc. .... New York City  
George Panopulo  
Pond's Extract Co. .... New York City  
C. M. Baker  
The W. T. Rawleigh Co. .... Freeport, Ill.  
W. J. Trevillian  
Reich-Ash Corp. .... New York City  
A. Altman  
Ross Co. .... New York City  
Geo. W. Ross  
United Drug Co. .... Boston, Mass.  
F. R. Langlois, F. J. Hailer, Wm. Krone, C. J. Conley  
Vadco Sales Corp. .... New York City  
Joseph M. Jaffin, Joseph W. Kaempfer

Northam Warren Corp. .... New York City  
Northam Warren, P. W. Marshburn, O. C. Olin, A.  
F. Munro  
The J. R. Watkins Co. .... Winona, Minn.  
Dr. E. G. Thomssen  
The J. B. Williams Co. .... Glastonbury, Conn.  
Everett B. Hurlburt  
Ar. Winarick, Inc. .... New York City  
Ar. Winarick  
Yardley & Co., Ltd. .... New York City  
Cecil Smith, C. Campaigne, R. C. Payton

### Associate Members

American Can Co. .... New York City  
H. G. Edwards, C. Macfarlane, Edmund Hoffman,  
Jr., Geo. F. Miller, H. F. Colcord, L. A. Trevisan  
American Commercial Alcohol Corp. .... New York City  
Frederick Steffens, Roy F. Macintyre, H. C. Eells  
American Perfumers Laboratories .... New York City  
A. E. Mullen, J. Safir  
Armstrong Cork Co. .... Lancaster, Pa.  
Spence L. Barnes, Clayton W. Seaman, Howard E.  
Wright  
Art Tube Co. .... Irvington, N. J.  
Fred. Rentschler, George DuBoff  
Artcote Papers, Inc. .... Irvington, N. J.  
E. G. Straus  
Brass Goods Mfg. Co. .... Brooklyn, N. Y.  
Frank S. Hyatt, Paul W. Hyatt, Percy Brown, W. A.  
Demorest  
F. N. Burt Co. Ltd. .... Buffalo, N. Y.  
Miss Mary R. Cass, H. C. Coppins, H. H. Boscowitz,  
C. M. Boscowitz  
W. J. Bush & Co. .... New York City  
R. S. Swinton, R. R. Webb, H. Gill  
Carr-Lowrey Glass Co. .... Baltimore, Md.  
Walter R. Leach, A. F. Kammer, P. G. Lloyd,  
Paul D. Scott, A. C. Burgund  
Antoine Chiris Co. .... New York City  
Chas. A. Swan, George H. Mann  
Compagnie Duval .... New York City  
F. W. Heine, C. A. Heine, F. H. Pittman  
Compagnie Parento .... Croton-on-Hudson, N. Y.  
A. Doolittle, D. E. Picciano, E. C. Barton, Benj. A.  
Acker  
Consolidated Safety Pin Co. .... Bloomfield, N. J.  
A. I. Quackenbush, F. W. Webster, H. J. Sommer-  
kamp, W. E. Klaas  
Continental Can Co., Inc. .... New York City  
E. C. Ward, W. F. Bredemeyer, L. J. LaCava,  
W. P. Murray, G. E. DuCharme  
Dodge & Olcott Co. .... New York City  
N. R. C. Fretz, C. H. Campbell, V. H. Fischer  
P. R. Dreyer Inc. .... New York City  
P. R. Dreyer, F. C. Thiele  
Du Pont De Nemours Co. Inc. .... New York City  
A. H. Moeller, A. Pillet, A. W. Mudge, F. W. Kupper  
Flora Aromatics Co. .... New York City  
E. Seebach  
Florasynt Laboratories .... New York City  
Chas. L. Senior

- Foxon Co. .... Providence, R. I.  
A. K. Paul, Mrs. A. K. Paul, John Adrian
- Fritzsche Brothers, Inc. .... New York City  
F. E. Watermeyer, F. H. Leonhardt, A. D. Armstrong, C. F. Booth, J. H. McNamara, J. H. Montgomery, Dr. E. S. Guenther
- General Drug Co. .... New York City  
C. K. Wellenkamp
- Givaudan-Delawanna, Inc. .... New York City  
Dr. E. C. Kunz, M. Lemmermeyer, Jos. A. Brohel, Roger J. Weber
- August Goertz & Co. .... Newark, N. J.  
Lawrence Dickey
- Hagerty Bros. & Co. .... New York City  
Chas. E. Kelly, Joseph F. Kelly
- Hazel-Atlas Glass Co. .... Wheeling, W. Va.  
J. H. Majesky, C. G. Lucas, J. B. Walker
- Heine & Co. .... New York City  
Paul Schulze-Berge, Jr., Theodor Schulze-Berge, C. E. Tompkins, A. L. Ritch
- Helfrich Laboratories of New York, Inc.  
W. F. Zimmerman, F. C. Wilckens
- Imperial Metal Mfg. Corp. ... Long Island City, N. Y.  
C. Bomeisler
- C. E. Ising Corp. .... Flushing, N. Y.  
Geo. H. Zirkel
- The Karl Kiefer Machine Co. .... Cincinnati, Ohio  
E. E. Finch, A. J. Sterling
- Richard M. Krause, Inc. .... New York City  
R. M. Krause, Sr., R. M. Krause, Jr., Fred C. Kaiser, Harry F. Meyers, Nathan Gross
- J. Landowne Co., Inc. .... New York City  
Joseph Landowne, Oscar Bloom
- Liberty Can & Sign Co. .... Lancaster, Pa.  
J. H. Braselmann, N. P. Courtney, G. A. Beatty
- Lorscheider-Schang Co. .... New York City  
E. W. King
- Geo. Lueders & Co. .... New York City  
George Lueders, E. V. Killeen, Harry W. Heister, F. J. Lueders
- Majestic Metal Specialties, Inc. .... New York City  
N. Kasdan, J. Leshin, Sewell H. Corkran
- A. Maschmeijer Jr. Inc. .... New York City  
Jules O. Vollbehr, A. O. Nelson, N. Mitchell
- Metal Litho Corp. .... Brooklyn, N. Y.  
A. E. Bruns, Herman Rueger
- Metal Package Corp. .... New York City  
E. D. Murphy, E. M. Kaylor
- New England Collapsible Tube Co. New London, Conn.  
W. K. Sheffield, C. E. Hemingway
- Norda Essential Oil & Chemical Co. Inc.  
New York City  
H. J. Kohl
- Owens-Illinois Glass Co. .... Toledo, Ohio  
Smith L. Rairdon
- Perfumer Pub. Co. .... New York City  
L. S. Levy, Wm. Lambert, S. L. Mayham
- Pope Publishing Co. .... New York City  
F. J. Pope, C. R. Keeley, Jas. M. Doherty, Jr., S. G. Swift
- John Powell & Co. .... New York City  
Robert C. Kelly
- Quartin Mfg. Co. .... Ozone Park, N. Y.  
A. Quartin, Chas. C. Morrison
- Randolph Paper Box Co. .... Richmond, Va.  
N. V. Cavanaugh, E. C. Van Slyke
- E. N. Rowell Co. .... Batavia, N. Y.  
Mrs. E. N. Rowell, Sewell H. Corkran, R. A. White
- Sagamor Metal Goods Corp. .... New York City  
Geo. Gussoff, Daniel Brandenstein, Frank W. Mahr, S. T. Morrison
- George Schmitt & Co. .... New York City  
William Gunther
- Salem Glass Works .... Salem, N. J.  
C. L. Lightfoot, J. Read Dilworth, E. J. Schuellein
- Seovill Mfg. Co. .... Waterbury, Conn.  
L. R. Root, G. G. Grant, E. J. Hemlock, R. L. McKnight
- Shipkoff & Co. .... New York City  
C. G. Euler
- Geo. Silver Import Co. .... New York City  
A. Delavigne, G. Varvat, A. E. Smith, Thomas Gill, Jos. L. Stummer
- L. Sonneborn Sons Inc. .... New York City  
F. W. Griffith
- Swindell Bros. .... Baltimore, Md.  
W. C. Young, Joseph B. Scott, Walter S. Nuckols, John R. Boyd
- Tin Decorating Co. .... Baltimore, Md.  
Wm. H. Green
- A. M. Todd Co. .... Kalamazoo, Mich.  
Paul H. Todd
- Tombarel Frères .... Grasse, France  
François Goby
- Topics Publishing Co. .... New York City  
Dan Rennick, Elliott Odell, Chas. Mott, Philip Van Itallie
- Ungerer & Co. .... New York City  
F. H. Ungerer, Chas. Fischbeck, Geo. V. Branigan, R. C. Watson
- U. S. Industrial Alcohol Co. .... New York City  
A. F. Wortman, N. A. Chase, Paul Harrison, Capt. J. P. McGovern
- van Ameringen-Haebler, Inc. .... New York City  
A. L. van Ameringen, Dr. Wm. T. Haebler, Carl Schaetzer, Sidney Friend
- Van Dyk & Co. .... New York City  
S. Isermann
- Albert Verley, Inc. .... Chicago, Ill.  
David A. Bennett, L. J. Zollinger
- Karl Voss Corp. .... Hoboken, N. J.  
Karl Voss
- Waterbury Paper Box Co. .... Waterbury, Conn.  
F. L. Butz, H. T. Warren
- Jas. A. Webb & Son, Inc. .... New York City  
A. F. Wortman
- Wheeling Stamping Co. .... Wheeling, W. Va.  
Geo. K. Diller
- White Metal Mfg. Co. .... Hoboken, N. J.  
Stanley M. Rumbough, Hubert Richter, Eugene S. Lucas
- Whittaker, Clark & Daniels .... New York City  
Samuel H. Clark, H. G. Robinson
- A. H. Wirz, Inc. .... Chester, Pa.  
H. S. Darlington, Sewell H. Corkran, R. A. White
- Young Brothers, Inc. .... Providence, R. I.  
H. R. M. Gordon



## Visitors

Adele Barrett Cosmetics .....New York City  
Adele Barrett  
Bourjois, Inc. ....New York City  
Paul H. Douglas  
Brett Litho Co. ....Long Island City, N. Y.  
R. F. Kinney  
Wallace A. Bush Co. ....New York City  
Wallace A. Bush  
Bushfield, Inc. ....New York City  
B. T. Bush  
Calkins & Holden Inc. ....New York City  
Major Geo. W. Knight  
Eric Coupey .....New York City  
Theo. W. Foster & Bro. Co. ....Providence, R. I.  
Ralph W. Wilson  
George G. Fries & Co. ....New York City  
George G. Fries  
Industrial Chemical Sales Co. ....New York City  
Joseph M. Wafer  
Magnus, Mabee & Reynard Inc. ....New York City  
J. B. Magnus, R. B. Magnus  
J. Manheimer .....New York City  
I. Manheimer  
National Collapsible Tube Co. ....Providence, R. I.  
L. H. C. Huntoon, H. R. M. Gordon

Naugatuck Chemical Co. ....New York City  
G. P. F. Smith  
Ludwig Naumann ..... London  
Nestle-Lemur Co. ....New York City  
E. C. Trafton  
S. B. Penick & Co. ....New York City  
Harold Noble, Roy L. Zuir  
Pennsylvania Drug Co. ....New York City  
E. H. Adolph  
Prince Matchabelli Perfumery Co. ...New York City  
Prince Matchabelli  
Katherine Mary Quinlan, Inc. ....New York City  
Drew Drees  
R. F. Revson Co. ....New York City  
R. F. Revson  
Reynolds Metals Co. ....New York City  
Chas. S. Price  
Sefton National Fibre Can Co. ....St. Louis, Mo.  
A. N. Hutchinson  
E. R. Squibb & Sons .....New York City  
C. S. Gage, G. Lloyd, F. Zachmann  
Mme. Sylvia .....New York City

## Affiliates

Dr. Marston T. Bogert .....New York City  
Frank J. Lynch .....Maplewood, N. J.  
Abel I. Smith .....New York City  
Dr. Curt P. Wimmer .....New York City

## Perfumed Buses for Britain

The people of the city of Huddersfield, England, whose susceptibilities are offended by gasoline fumes thrown off by their buses, are to be provided with vehicles specially perfumed for their benefit. When this fact was brought to the attention of an official of the London General Omnibus combine, he remarked on the difficulty of suiting all tastes: "I think the best plan would be to have special smells for different buses, and we may yet see people queueing up for the eau-de-Cologne bus, the new-mown-hay, and the narcissus."

Some argument is likely to be caused when ladies returning from a shopping trip with aromatic purchases (e. g., cheese) evince a tendency to board the eau-de-Cologne bus. Even in Huddersfield they might find it less disturbing to stick to gasoline!

## American Management Convention

The annual Spring convention of the American Management Association was held at the Hotel Pennsylvania, New York, May 2 to 6, and consisted of a public relations conference, a financial conference, and an insurance conference under the leadership of prominent industrial leaders. Among the many prominent speakers were Edmond E. Lincoln, economist for E. I. duPont de Nemours & Co., Inc., who directed the financial conference, and F. M. Kasch, treasurer of the Jewel Tea Co., Inc., who took an important part in the insurance conference, discussing the subject of fidelity bonds, burglary, robbery and theft risks.

## Pond's Answers Trade Commission

Pond's Extract Co., New York, manufacturers of Pond's creams and other toilet preparations, has filed its answer to the complaint of the Federal Trade Commission charging the company with unfair use of testimonial advertising. In its reply the company asserts that its use of the pictures and signatures of many well known women with their endorsements of its products is entirely legitimate. It points out that the testimonials represent the real and genuine opinions of these women as to the merits of its products. Money considerations paid to these individuals have in all instances been for the right to use photographs and names and in no sense to influence the writers' opinions or inducing the giving of an endorsement. On only one occasion, the company states, has as much as \$10,000 been paid and this was for the right to use the picture and signature in several European countries as well as in the United States.

## Salesmen Plan to Golf

Three tournaments have been definitely arranged and one scheduled to be finally arranged later by the golf committee of the Salesmen's Association of the American Chemical Industry. The first will be held at North Hills, Douglaston, L. I., on June 7, the second at Braidburn, Madison, N. J., July 12, and the third at Green Meadows, Harrison, N. Y., August 9. The final tournament in September will be at a club still to be selected.

## New Fruit Concentrate Method

In an application for a British patent, a new method of manufacturing fruit concentrates retaining the natural coloring materials and the complete flavor and other valuable constituents of the whole fruit is outlined by the Tropical Vitamin Co., of Orlando, Florida.

The method of operation and results claimed in the patent application are as follows:

"1. Fresh oranges are crushed whole, as by passing the whole fruits through a crushing means equivalent to that used in the crushing of sugar cane, the so-separated peel oil and aqueous portion of the juice commingling with the pulp, the greater part of the squeezed rind with a certain amount of the seeds being discarded.

"2. From the resulting fluid product consisting of pulp, juice and oil, with a certain residue of seeds and rind, are separated the seeds and residue of rind, as by passing the said fluid product into and through a revolving screen of suitably large mesh to retain the seeds and rind but pass liquids and particles smaller than the seeds, the material retained by this screen being discarded.

"3. The resulting 'juice' consisting essentially of pulp particles, peel oil, and the aqueous portions of the oranges, is then subjected to a separation operation dividing most of the aqueous portion and the oil from the pulp which latter then contains roughly 40 per cent of the liquid content of the juice. This operation advantageously may be effected by passing the juice through a revolving screen of finer mesh than that employed in the foregoing operation and selected as to the size of its openings to pass the greater part of the liquid, but retain the pulpy constituents of the juice. An 80-mesh screen has been found to be suitable.

"4. The separated liquid (consisting essentially of oil and aqueous solution of the water-soluble constituents of the fruit) is subjected to a more drastic separation treatment, as by passing the same one or more times through a centrifugal separator of the Sharples type or other centrifugal separator of suitable design and speed, whereby to remove at least the greater portion of the peel oil from the liquid mixture. Since separation of the orange peel oil from the aqueous portion is only partial in one passage of the liquid through the separator, that separated portion which is predominately aqueous may be again run through the separator for further or final removal of its residual oily content. The oil thus obtained may either be packaged in suitable containers for sale as 'cold pressed orange oil,' or at least a portion thereof may be returned to the pulp product for fortifying or restoring aroma and flavor. In this operation of separating oil from aqueous portions of the liquid, there is collected in the bowl of the centrifugal separator a semi-solid turbid or opaque, waxy material of yellow color which for convenience may be called orange wax or orange resin. It separates, on long standing, into a lower whitish and more solid layer and an upper clear yellow layer. This material in toto is soluble in a variety of organic solvents including alcohol, ethylene glycol and other suitable organic solvents containing glycol derivatives.

"5. The screened pulp obtained in operation 3 above is then subjected to homogenization treatment whereby to reduce and make uniform the size of the solid particles. This operation advantageously may be effected by passing the pulp through a homogenizer or colloid mill of conventional type.

"The resulting product is a palatable orange concentrate having the characteristic flavor and aroma of the fresh orange, and containing the physiologically valuable constituents of the orange pulp together with a material amount of the water-soluble constituents of the fruit. The original color has not been altered. Furthermore, the orange concentrate does not separate into layers upon standing in its container.

"The concentrate which is from 4 to 8 times more concentrated than crude pressed juice (that is, it can be diluted, with suitable sweetening, 4 to 8 times to produce a beverage simulating crude pressed juice) contains some aqueous solution of citric acid (free or as acid salts), some fruit sugar, and Vitamins A, B and C (less, however, of Vitamin C, which latter for the greater part is found in the separated juice), the oils of the pulp, and all the natural color and cellulosic material of the fruit. Preferably, there should be added to it a small but effective amount of an acceptable preservative.

"Should a concentrate having a more pronounced or accentuated orange flavor and aroma be desired, the following step may be practiced:—

"6. To the homogenized pulp concentrate is added by thorough admixture a suitable amount of the orange resin obtained in step 4 above. The admixture of the orange resin with the homogenized pulp concentrate may be effected by dissolving the desired amount of the resin in an appropriate solvent (e. g., ethylene glycol) and stirring the resulting solution into the said pulp concentrate, after which the product may be and preferably is again subjected to homogenization treatment.

"Where a more pronounced or accentuated tartness is desired in the orange concentrate, the same may be effected by the addition thereto of a suitable amount of citrus fruit juice rich in citric acid (e. g., juice of lemon, grapefruit, or the like), or an equivalent amount of citric acid.

"While the product described in the foregoing is itself an article of commerce, it may be found advantageous to incorporate into the same sugar syrup in that amount which normally would be added by the dispenser of a fruit beverage."

For some time a similar method has been used in Italy, notably by Sanderson & Sons, Messina, where it was developed by Dr. Giuseppe Bosurgi and has met with some success in the Italian market.

## Alpha-Alkylcinnamic Acids

Bogert and Davidson (*Jour. Am. Ch. Soc.*, 54, 334) prepared alpha-alkylcinnamic acids from ketones made by condensation of benzaldehyde with ethyl, n-propyl, n-butyl, and n-amyl acetones and converted them through their dibromides into the beta-alkyl-beta-bromostyrenes and the alkylphenylacetylenes.

## Coty Enjoins Name Misuse

A TEMPORARY restraining order issued by Superior Judge I. L. Harris, on April 15th was in effect to prevent the R. Cody Co., San Francisco, from using the name of "Cody" or "Coty" in the sale and advertising of face powders, perfumes and other toilet articles.

Irwin R. Gross, San Francisco attorney for Coty, Inc., New York, obtained the temporary restraining order on the ground that Cody, broadcasting from stations KYA and KROW, announced he was "selling genuine Cody cosmetics at astonishingly low prices, sometimes offering \$16 worth for \$2."

A statement from Coty Inc., said: "Misled by the phonetic similarity of the name of 'Cody' to that of 'Coty,' a large number of persons, believing the products offered to be the genuine Coty products, the quality and reputation of which have been established as of the highest through constructive effort and extensive advertising over a period of many years were deceived into actually purchasing the defendant's products, which proved in no way like the genuine Coty products."

## Drug Makers Re-Elect N. H. Noyes

Nicholas H. Noyes of Eli Lilly & Co., Indianapolis, was re-elected president of the American Drug Manufacturers Association at the annual convention of that organization held at White Sulphur Springs, W. Va., the week of April 18. Other officers were also re-elected as follows: 1st vice-president, A. Homer Smith, Sharpe & Dohme, Philadelphia; 2nd vice-president, A. C. Boylston, Mallinckrodt Chemical Works, St. Louis; 3rd vice-president, John F. Anderson, E. R. Squibb & Sons, New Brunswick, N. J.; executive vice-president and secretary (appointed), Carson P. Frailey, Washington, D. C., treasurer, Franklin Black, Charles Pfizer & Co., New York; general counsel (appointed) Horace W. Bigelow, Parke, Davis & Co., Detroit.

The convention as usual met in several sections although general sessions at which problems of interest to all groups were discussed, were also held. Resolutions which were adopted placed the association on record as opposed to an increase in first class postage rates, favoring continuation of allowance in foreign taxes paid, in favor of a general sales tax and opposed to a tax on dentifrices. The association also voted that in future its annual meetings should be closed to members only and to invited guests.

Entertainment which was under the direction of a committee headed by A. D. Armstrong, secretary of Fritzsche Brothers, Inc., New York, consisted of a golf tournament and the annual banquet. Winners of the tournament were H. A. B. Dunning who took low gross with an 80 and G. Lee Camp, low net.



N. H. NOYES

## Proprietary Association's Meeting

THE Proprietary Association held its annual meeting at the Biltmore Hotel, New York, May 16 to 18. Sectional meetings were held the first day of the convention and the general sessions under the able presidency of Frank A. Blair followed on the 17th and 18th. A large part of the time of the convention was taken up with a report of the St. Louis Drug Survey Conference. The principal speaker at this session was Robert L. Lund of the Lambert Pharmacal Co., St. Louis, who was chairman of the committee



FRANK A. BLAIR

which conducted the survey. Other speakers included Dr. F. J. Cullen, chief of drug control of the Food and Drug Administration, and W. R. M. Wharton, chief of the Eastern division of the same government body. Dr. James M. Doran, Commissioner of Industrial Alcohol, was also a speaker. Mr. Blair was again elected president, a position which he has held with distinction for many years.

## Mississippi Sales Tax in Effect

The two per cent retail sales tax enacted in Mississippi has been in effect for a short time and preliminary reports in the daily press are to the effect that it is working about as was anticipated. Threatened litigation to test its constitutionality has not been forthcoming. The tax is being passed on to the consuming public. New prices have in most instances been established covering the former selling prices and the tax. All businesses collecting taxes to the amount of \$10 per month or more are to make monthly returns of the tax to the proper authorities, while those having a smaller turnover must make such returns quarterly. The tax is expected to return about \$4,000,000 annually to the state treasury. The legislature is now engaged in making economies which it is believed were conditional for certain support of the sales tax in the legislature. The measure was passed only after a bitter fight of three months during which other legislation was practically abandoned.

## Chicago Conventions Exposition Plans

More than 350 spaces for commercial and industrial exhibits have been provided in the layout of the Chicago Conventions Exposition to be held from June 11 to July 4, inclusive, at the Navy Pier in Chicago. From headquarters of the exposition, established at 64 East Jackson boulevard, also comes the announcement that reservations for space are being received at a satisfactory rate insuring an interesting diversification of displays.

# Recent Product Developments

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Ogilvie Sisters' Lipstick

Ogilvie Sisters, New York City, in addition to their complete line of hair preparations, also boast of an inclusive line of cosmetics. In the accompanying photograph may be seen the new lipstick which has recently been repackaged in a black and silver tone case with the thistle trade mark on the black in silver together with the firm name. The lipstick comes in light, medium and vivid.



Another interesting item is the tube containing dry rouge. The top turns allowing the rouge to come out of a small round slot.

## Vigny Presentations of Al. Rosenfeld

The Vigny line including the well known perfume odors, "Golliwogg", "Chick Chick", and "Jamerose", and an eau de Cologne, a dusting powder, talcum and sachet now contains an attractive purse size bottle for perfumes. This imported bottle is encased in a leather pouch with snap which holds the top of the bottle securely, thereby eliminating any chance of leakage. This is put up in the three odors. The "Chick Chick" odor has very recently been modified to meet the popular trend in perfumes.

At the display room of Al. Rosenfeld, Inc., 724 Fifth avenue, New York, other products of considerable interest are presented. Below is a bottle of "Foretol", a pine essence for the bath which perfumes and softens the water. It also gives a sea-green color to the bath.

Another line is the "Piccadilly-London" bath products.



"Myon", an exclusive perfume line and the Vilroy Series of soaps are also a part of the company's additions. The latter consists of soaps in the odors, fougere, lilac, carnation, jasmine and lily of the valley, each attractively packaged in characteristic colors wrapped in cellophane with four cakes to the box.

## Matchabelli Rounds Out Soap Line

"Duchess of York," the delicate, floral, lily of the valley odor is now incorporated in the line of Matchabelli soaps that are developed in the same odors as his perfumes. The soap is an extremely smooth, delicate blue shade, and is packaged in separate cakes or in boxes of three. Imprinted on one side of the cake is the name of the odor, "Duchess of York," and on the other, Prince Matchabelli Perfumery Corp. and the crown trade mark. The box is developed in the same shade of blue as the soap with the crown in a deeper shade.



## Gerly Individualistic Perfumes

Gerly, Parfumeur, of Hollywood, has created a number of perfumes for the individual use of the various motion picture stars. Each odor has been developed for the individual taste of the stars and named in accordance with the star's name. The perfumes are attractively packaged in an oblong glass bottle with black top and gold label bearing the name of the actress and the company. The outer package is a neat tan box with brown lettering with the photograph of the star and the name of her perfume.



## Yardley's Bath Dusting Powder and Sachet

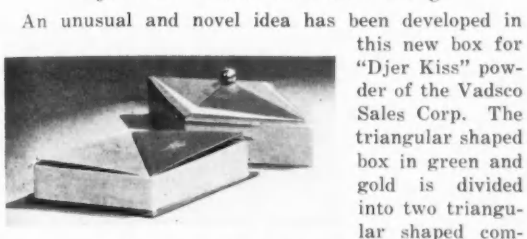


perfumed powder. "Orchis by Yardley" with the London address is written on the side, and on the top "Yardley Bath Dusting Powder Perfumed with Orchis", both in black lettering. The whole is cellophane wrapped. "Orchis" sachet has also been added to the line. This is shown at the left of the illustration.

Silver and black is the color scheme of the new bath dusting powder that Yardley, Ltd., New York, has just added to its "Orchis" line. A large round box with ridged top forms an individualistic box for this delicately



### "Djer Kiss" Novel Powder Package



An unusual and novel idea has been developed in this new box for "Djer Kiss" powder of the Vadsco Sales Corp. The triangular shaped box in green and gold is divided into two triangular shaped compartments; the one with a gilt paper cover with the words "Jour day" in green lettering and the other with green cover with the words "Nuit night" in gilt letters. The attractive box lid is also developed in gold and green with a gilt knob on the top.

### Loose Powder Vanity

A unique vanity consisting of a moire silk bottom and enameled top to match is one of the latest developments of E. Behrman, Inc., New York City. To fill the powder puff pouch the gauze sifter disc in the bottom is removed by pushing up the pouch base and the loose powder poured in and the disc replaced. A good size puff lends practicability to the case.



### New Shampoo and Lemon Rinse

Golden Egg Shampoo and Golden Lemon Rinse are being offered in combination packages by the D'Or Products Co., Cleveland, O.

### London's Latest Beauty Aids

Face cream containers are now being made in composition to match any color of handbag. They are small and compact, and as the composition is thin they hold the maximum of cream.

### Golden Peacock Presents New Line

"Caroline Day" is the name of the new line of products presented by the Golden Peacock Co., Paris, Tenn. Tall square bottles are topped with black plastic stoppers. Colorful labels in black, silver and rose on a white background show the heads of two girls, the full face and the profile. The creams of the line are packaged in two size containers, the larger size with black tops and the smaller with a rose pink. All are cellophane wrapped.

The line consists of hair preparations, complete treatment products, toilet water, hand lotions, depilatory, face powder and numerous miscellaneous items.



### Charles of the Ritz Changes Packages

The tall, dignified and individually molded bottles of Charles of the Ritz have been slightly changed. The tops have been enlarged so that the smaller size packages may be filled from larger or stock bottles for dressing table use. No change has been effected in the contour of either bottles or jars. The highly polished metal cap is in silver tone and contains the name, "Charles of the Ritz, Ritz-Carlton, New York." This silver tone harmonizes with the characteristic Charles of the Ritz silver label, with its distinctive trade mark, product and company name in black.

The rest of the Charles of the Ritz packages remain the same, including the attractive new powder box which was added to the line quite recently. The products are of the same quality and high standard as have always been represented by the line.



### Kathleen Mary Quinlan Make-Up Lotion

One of the most recent developments and additions to the Kathleen Mary Quinlan treatment line is a new make-up lotion. This comes in the various different powder shades to be applied in connection with the desired powder shade. The lotion is patted on evenly with a piece of cotton and smoothed and the rouge and powder then applied.

A slight deviation from the usual bottle for the Quinlan preparations is used for these lotions. However it holds to the same idea as the rest of the line.



# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

All editorial and news articles including illustrations which appear in this journal, are copyrighted and may be reproduced either in whole or in part only by special permission of the publisher.

Vol. XXVII. No. 3

May, 1932

### The Association's Forward Steps

THE close of the recent convention of the American Manufacturers of Toilet Articles finds that association in the strongest position with regard to its own trade and to the general business situation which it has ever occupied. It was inevitable, of course, that a large proportion of the time of the annual meeting should have been taken up with a discussion of the proposed toilet preparations tax. The work of the association, and especially of the executive board and general counsel on this important matter, before, during and after the convention was splendidly effective.

At the moment it seems that this work has been successful, for the Senate bill as advanced by the Finance Committee of that body, contains no cosmetic paragraph. It is to be hoped that the action of the Committee in striking out the paragraph taxing toilet goods will be sustained by the Senate as a whole and in Conference Committee of the two houses. In any event, the industry can count on the alertness of its representatives and their best efforts to prevent the enactment of burdensome legislation.

This sort of work the A.M.T.A. has long done in remarkably effective fashion. Happily, there are now indications, not the least of which appeared at the recent annual meeting, that the members are beginning to realize that not taxes and legislation alone affect the collective pocketbook of the industry. Machinery was set in motion at the annual convention which should bring its effective influence to bear upon other problems, fully as important as those which it has handled so well in the past.

One of the most progressive steps taken at the meeting was the amendment to the constitution and

by-laws making the important group of importers eligible for membership. Followed as it was by the selection of one of the most progressive of these importers to a place on the executive board, it served to bring the entire industry into line for effective co-operative action in the future. The manufacturers and the importers have identical problems in all phases of merchandising practice, and, to a large extent, in legislation as well.

Possibly next in importance came the adoption of several resolutions on trade practices and the establishment of a bureau in the organization for the prosecution and settlement of complaints of unfairness in the industry. The machinery is now available for the correction of some of the abuses which have crept into the merchandising of toilet articles. It is to be hoped that the members will avail themselves in fullest measure of the great possibilities of this bureau.

Finally, the plan to employ a competent full-time executive secretary or manager received added impetus during the convention and may be effected before the next annual meeting. A committee of the executive board has the matter in hand and will report to the members on its progress in the near future. This seems to us to be one of the most important developments which the association can undertake. The turn of emphasis to merchandising problems rather than to those pertaining wholly to legislation and production will materially increase the value of the association. It is unreasonable to expect that the officers and executive board members will be able to devote the additional time required to accomplish the new aims of the organization. The direction of a skilled manager will put the program into proper effect and bring the maximum benefit to the members under it.

The executive board for years has had to handle the bulk of the work of the association between conventions. It has taken toll of the time and energy of the members of that body. These men will not be able to handle the work, especially under the broadened scope of association activities, without material assistance from the rank and file of the members. Co-operation between the meetings is as important as attendance at the conventions. Let's not forget the association through the year.

The 1932 convention was an important milestone in the history of the toilet articles industry. At this meeting was laid the foundation of a greater and more effective organization and the groundwork for broader and more effective work for the entire industry. What is needed now is the earnest co-operation of the membership in making this splendid program effective. Great things can be erected on this foundation if we have but the energy and the will to build them.



## OUR ADVERTISERS

COMPAGNIE PARENTO, INC.

Croton-on-Hudson, N. Y.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

GENTLEMEN: I am glad to advise that for some time we have been making a survey covering our advertising and find that the three pages which we have been using in THE AMERICAN PERFUMER for several years are bringing us excellent results. We have secured many new and satisfactory customers through advertising in your publication and find also that your service in connection with handling our account is most satisfactory.

Wishing your publication continued success,

Yours very truly,

COMPAGNIE PARENTO, INC.,

A. DOOLITTLE, President.

## Current Advertising Folly

**A**WAY back in December, 1928, when "Lucky Strikes" and the embattled candy industry were waging war over the comparative merits of smokes and sweets, we took occasion to give ourselves and our industries a few congratulatory pats on the back for being on the outside of the unlucky advertising battle. At the same time, we called attention to the fact that the advertising of the toilet goods industry was soundly and fairly conceived but might, under certain conditions, overstep the bounds of propriety.

Happily the tobacco-candy war is now only an unhappy memory, but quite another sort of unlucky advertising has made its appearance in several industries and has even begun to creep into the toilet goods field. This new misconception of the functions of printed and spoken publicity does not attack any other industry which can thunder its reply to the edification and amusement of the public, and with at least the possibility of some benefit. Rather, it attacks its own industry which, if reply be made in kind, merely succeeds in turning the public away, with infinite harm to all concerned. We refer to the so-called "knocking copy" campaigns, unfortunately all too frequent at present.

In a recent issue of *The Saturday Evening Post*, we found two full page advertisements supposedly devoted to the interests of the carbonated beverage industry. One of them headlines its copy with the unattractive slogan "*Are you drinking Chemicals?*", certainly an excellent way to discourage the drinking of anything but water. The other proclaims that "*It costs 12 times more to blend Hires Root Beer from natural juices*" and goes on to say, "*Don't be fooled by imitators into accepting oil flavored substitutes. Even the foam is often flaved with a harmful drug (saponin).*"

Now even if these statements were strictly true,

which is open to at least a reasonable doubt, it requires little perspicacity to see that the net result of their constant repetition is to discourage and frighten possible purchasers. Any temporary advantage which an individual company might seem to gain from such statements could not be other than transitory and would eventually be lost through damage to the entire industry.

The printed advertisements of cosmetic houses have been largely free from "knocking". Hence, we were shocked and not a little surprised when the radio advertising of a very prominent house made its appeal in this same tone. Instead of advertising the merits of its own creams, this house took most of its five minutes to explain in more or less horrendous detail the dangers of creams not made in "sanitary surroundings" and compounded from ingredients "of doubtful purity". These statements carried the distinct implication that all creams, other than those made by this one manufacturer, were dangerous to use.

Indeed, an actual conversation between two possible consumers who had just listened to one of these broadcasts brought out the statement, "If that is what cosmetics will do, I shall certainly stick to soap and water."

Why is this advertising folly permitted by the manufacturer? Can he not see that in condemning the products of all others, he damns his own just as surely in the mind of the consumer? Does he think she will continue to buy cosmetics with confidence if the manufacturers themselves envision dangers from their use? In our opinion this is the one method best calculated to break down the splendid reputation which has been built up, not without a struggle, for the use of cosmetics.

In addition it is ammunition of the strongest sort for those seeking to hamper our industry with restrictive and destructive regulations. We can see Dr. Morris Fishbein and the other A. M. A. officials chuckling with glee when they tune in on this program. It is exactly what they have been looking for.

We cannot too strongly urge this industry to avoid statements which attack competitors and their products, and thus tend to impair the reputation and break down the good will of the entire industry. Expediency, even in these trying times, must not be permitted to go to such lengths. By all means let us stop this advertising folly before too much damage has been done.

## The "Castile" Decision

**L**AST month the U. S. Circuit Court of Appeals in Chicago handed down its decision in the case of James S. Kirk & Co., and the Procter & Gamble Co. against the Federal Trade Commission involving the use of the word "Castile" to designate soaps. The position of the Commission in the case was that soaps to be designated as "Castile" must be made from olive oil only, without the admixture of other fats or oils. The companies contended that the word "Castile" could be used to

designate any good quality soaps from whatever fats manufactured.

The learned Court decided on the evidence adduced that the companies were in the right and that the word "Castile" could be applied to any toilet soaps of good quality. Possibly the Court was correct in its deduction from the evidence presented, but to those long familiar with "Castile" soaps, it must appear that the Federal Trade Commission failed in its presentation of evidence or the decision would have been somewhat different from that which now becomes law.

It is now law that the word "Castile" may be used on any good quality soap from whatever fats it may have been made and the decision must be accepted by the soap manufacturers whatever their former opinions on the subject may have been. Accordingly, the word "Castile" has in large measure lost any meaning in connection with the soap industry and the doors are open to labeling almost any soap with this heretofore distinctive marking. This may or may not be a good thing for the soap industry, depending entirely upon the point of view.

What will be the designation of pure olive oil and caustic soda soap under this decision? That is to some extent taken care of in the decision itself. The Court held relative to the use of the words "olive" and "olive oil," that the Commission might issue a new decree regarding their use on labels. This decree will doubtless be that these words can be used without qualification only on soaps made wholly from olive oil, and that certain qualifying words must be employed on soaps containing olive oil and other fats, while the words "olive" and "olive oil" cannot be used at all on soaps which contain no olive oil. This is in line with its custom in deceptive labeling cases.

May we offer a suggestion to the Revision Committee of the U. S. Pharmacopoeia, now engaged in the monumental task of compiling the Eleventh Decennial Revision? In our opinion that committee should delete the word "Castile" from its definition of *Sapo*, since that word to all intents and purposes has become meaningless through the recent decision. The Committee might select some

other arbitrary designation for *Sapo*, safeguarding it through its inclusion in the legal standards set up by the Pharmacopoeia, so that an olive oil soap may be known for strictly what it is even though the word "olive" does not appear on its label.

It will take time to teach the public that "Castile" means nothing. While the educational process is going on it would be well to bring out some definite term which does mean an olive oil and caustic soda soap. We offer the suggestion to the Revision Committee for what it is worth.

## Export Trade for the Year

**S**TATISTICS on export trade in soaps and toilet preparations covering the calendar year, 1931, have just been released. They show a sharp decline from \$16,824,000 in 1930 to \$13,974,000 last year. Of course, no one expected any very remarkable showing but the decline of 16.9 per cent was a little more than many had anticipated.

In individual items, toilet soaps decreased 17 per cent and shaving soaps including creams and powders dropped 12 per cent. Dental creams, face creams and lotions declined 11 per cent, rouges 13 per cent and toilet powder 16 per cent. Manicuring preparations fell off 31 per cent and perfumery and toilet waters 42 per cent. On the other hand depilatories and deodorants increased 17 per cent. It is obvious from these figures that other soaps which are also covered by the statistics showed a considerable loss, greater than that for strictly toilet products.

Advocates of a lower tariff may point to the decline of 5.6 per cent in exports to Hawaii and Porto Rico, not subject to the tariff as evidence of their familiar contention regarding the effect of high duties on export trade. But the real lesson is that export trade does not come without effort and that the effort during 1931 on the part of our manufacturers was materially below normal. Most of us, unfortunately, had enough to do at home. However, we should like to see a better showing made this year but it will not come without a determined effort.

## Drawback Decision on Toilet Preparations

In the synopsis of drawback decisions issued between April 9th and 15th, 1932, the following decision in regard to toilet preparations was handed down, T. D. 45598.

"Toilet preparations, powder, rouge, lipstick, mascara, face creams, shaving creams and shampoos, manufactured by the Crystal Chemical Co., Inc., New York, N. Y. with the use of imported talcum (ground), zinc oxide, boric acid, lanolin anhydrous, beeswax (bleached), stearic acid, spermaceti wax, coconut oil and olive oil (edible). Schedule basis for liquidation. Filing of supplemental sworn schedules authorized. Rate effective on and after October 19, 1931."

This sworn statement of December 31, 1931, was forwarded to the collector of customs at New York, N. Y., on February 2, 1932.

## Argentine Manufactures 70 Per Cent of the Toiletries Consumed There

Seventy per cent of the toiletries consumed in Argentina are manufactured in that country and recent tariff increases and unstable exchange are encouraging an increase in domestic production and also in the establishment of branch factories of European manufacturers. In Buenos Aires alone 33 national factories are producing perfumes and toilet articles which are sold at a price differential of from 25 to 50 per cent over imported goods. Foreign goods, purchased by the well-to-do, to the amount of 231,135 kilos were imported in 1930. About three-quarters of these imports came from France, while the business done by American exporters in the various items amounted to 10 per cent or less.—(Consul A. M. Warren, Buenos Aires).

# New Packages for Old

*A Discussion of the Important Matter of  
Bringing the Package Up to Date  
by Ruth Hooper Larison*

At the present moment there is considerable activity in the direction of restyling the old package. Where this decision has already been

reached the points under consideration are how much of a change is warranted and how to go about it. Many authorities hold that if a radical change is imperative it is best made in several steps while other authorities claim that the added dramatic appeal of the immediate radical change is more than sufficient to overcome any loss of continuity such a change might engender. Possibly a moderate course to pursue would be as follows: If the former package was very poor and fell down on more than one of the points which we call our "yardstick for measuring a package" (namely 1—practicability in manufacturing; 2—practicability in filling, packing and shipping; 3—good display qualities and practicability from the dealer's point of view; 4—beauty utility and practicability for the consumer); then the nearer we come to the ideal package and the sooner we achieve it, the better; particularly on a single product.

If on the other hand, the problem is one of repackaging a group or line of products it is seldom necessary to make so radical a change, unless every item in the group is absolutely outmoded. I have said before that simplicity is the designer's best friend. I want to emphasize it here, particularly, because restyling often means only the elimination of the unnecessary and out of date features rather than the addition of new packaging or designing. Let us assume the container is an old style stock jar, square on the outside and round on the inside with heavy corners of nothing but glass which increase the actual cost of manufacture, add to the shipping cost because of weight, and no longer deceive the customer as to bulk of the product. The manufacturer debates seriously whether he can maintain his former price or not if he puts that same product into a standard squat opal jar. He has been trading on his belief that the customer thought she was getting more than two ounces of cream. When he actually contemplates offering her a jar that holds just two ounces he fears his former subterfuge will trip him up. To the contrary, the customer will eagerly accept the lighter, prettier jar, and if there is any hesitancy left in his mind let a slip of paper be enclosed in each package explaining the difference and even suggesting she measure the two jars with water in case she is unconvinced. Remember that it was the feminine consumer who some years ago made a raid on the vegetable and grocery men's fake measuring baskets! And those same shrewd consumers are quite aware of the capacity of the fake jars and bottles!

If the manufacturer wants to go a step farther and

use a blown jar he can achieve a finer finish to the jar, even lighter weight and less expensive to manufacture. The jar maker will warn him that there is a minimum thickness which is essential to prevent breakage. A lovely fine design can be embossed on the sides of the jar or a knurled effect used which will come out beautifully on blown jars but even quite well on pressed ware.



In changing from old bottles to new the most likely change is the elimination of the ungainly necks which up to a few years ago confronted us on almost every single bottle and which are still a blot on the universe in flavoring extract wares.

This step, together with the elimination of the exterior bead at the neck of the bottle, is almost enough to make a pedigreed bottle out of any old stock number of ten years ago. Another point of elimination is unnecessary sunken paneling, particularly on medicine bottles. Again the customer is quite aware of how much is glass and how much is medicine! And so we see that restyling the old package certainly begins with the process of elimination except in those cases where a unique new private mould design is contemplated.

After the container comes the closure, and here we have a perfect riot of beautiful substances, styles and shapes from which to choose. The appropriate closure is often determined by the contents of the product, its use, its filling or packing or simply by the design of the container. Good combinations in stock items can be selected. A good quality cork with a viscose cap either finished in a perky little bow or left plain adds a certain dignity to a bottle. Cork for security and a metal slip cap for beauty is another good combination. Sometimes a diminutive metal screw cap is used under a larger metal slip cap which carries out the general character of the bottle. Plastic materials come in such a variety of shapes and styles that another wide field lies open from which to choose.

Liners are so scientifically prepared today that no product need be affected by the liner nor need the liners the various metal caps, brass, nickel and enameled. Cork and plastic is another combination which has proved practical as long as the two are properly cemented or sealed together. We have a variety of colors from which to select plastic caps but in the field of metal the honors have all gone to brass, nickel, aluminum or tin closures. The choice is equally wide for jar closure. Plastic becomes more popular every day. Then we have the various metal caps, brass, nickel and enameled which run the gamut from lug fastenings to absolutely air tight continuous thread adjustments. These can be had either with the thread showing or with an inner shell to the cap concealing the thread. Obviously the



THE "NON-SPI" PACKAGE, OLD AND NEW

concealed thread is a happier choice although somewhat expensive, compared to the other. A sensible compromise is often a four lugged cap. If the product spoils easily or is likely to stand on the dealer's shelves quite some time the more secure the closure the safer the product's condition when it reaches the consumer.

There has been some use of cellophane and like materials as liners which fasten down directly over the product and a substance is also on the market which seals the opening although transparent and glasslike in appearance, and having, it is claimed, no effect whatever on the product.

Now consider color in the container. Experience indicates that products are seldom as popular in opaque or colored bottles as they are in colored jars. Why the customer demands to "see through" the bottle and get a good look at the product but is satisfied to see the surface of the product in the jar I am not entirely prepared to say. Habit alone I believe is responsible and I further believe we shall see an increasing number of successful products in colored bottles. Glass manufacturers are working with some success to achieve a variety of colors in glass in quantity lots and at a price, although this is very difficult. There are also processes of applied color which have proved satisfactory. While the colored jar has many advantages it is likely to retain an unfinished appearance because the color has been applied to the outside and is not a part of the glass. Within it remains opal, but this point is not apparent until the cap is removed.

Plastic jars offer great beauty and distinction with a certain price consideration that limits them to higher priced products until they can be turned out in such great quantity that a lower price can be established. If they are to be used it is wise to adjust the rest of the color scheme to the container rather than to attempt an unknown color in plastic. Refills made of wax paper cartons to fit into such a container are almost essential. Women's shopping habits are too well known to expect them to buy the complete container repeat-

edly. They won't throw away the original package nor do they care to invest in the second one for the same product. They are sufficiently arbitrary to buy a product manufactured elsewhere and put it into the lovely plastic container they already have unless you prepare refills for this purpose.

Thus, without even considering a new design we have a myriad of combinations of stock merchandise from which to select in order to achieve something quite different and lovely for the old products. As designs and color schemes for labels were discussed in my last article I shall not go into that phase now but turn directly to the possibilities of the package as a whole.

The term "ensemble"—once an uncharted sea,—has become

a by-word in every shopper's vocabulary. The customer plans her wardrobe as an ensemble of harmonious blends and contrasts; her home decoration the same way. When she buys toilet goods she is quite aware of the pleasing color schemes she selects in the way of bathroom and dressing table accessories. She actually buys empty bottles and jars. If women are so anxious for beauty in containers that they will buy them empty how much more will they respond to product-filled containers that satisfy their artistic discrimination? Since certain shades of green, for instance, harmonize with practically everything in the bedroom and bathroom we find a preponderance of green used in toilet goods products. Green is generally a safe, healthy color as it is one of Nature's colors and conveys the impression of aliveness, activity and poise. Lavenders, reds, blues, yellows, browns have all been successfully used on products and have also been badly abused. In the future we shall think in terms of shades of colors, I hope, rather than the raw colors alone. Color on a label only may be much more intense than on the entire container. A black, brass or nickel cap will sometimes tone down a too-vivid color or accentuate a weak one. The proportion of the entire area used by that color must be taken into consideration. If the entire container is to be colored the safest choice lies in delicate pastel shades, unusually contrasted or harmoniously blended. Never be so anxious to achieve an attention getting window display of the products that the appearance of the packages on the dressing table is overlooked. Nor should one work for so delicate a combination that a day in a show window records the ravages of the sun's effect on that color scheme. Light blues and lavenders are most treacherous when exposed to the strong rays of the sun or even to very strong light. They soon fade into curious colors which bear no relation to the original color plan. The dealer finds a problem on his hands which might have been avoided before the package reached the market.

There is still one more all-important warning



which too often is overlooked in the manufacturer's enthusiasm to go his competitor one better. That is the point of making a package too expensive looking. Even though the actual cost may not be exorbitant if it impresses the customer as an "expensive" product its sale will be influenced in direct ratio to her thriftiness. Women are known to ask the sales person if they can buy "so-and-so" cream in bulk or in a cheaper container because they already have the expensive jar and don't like either to throw it away or purchase another. No matter how extravagant the customer may be in other directions she actually balks at this obvious form of wastefulness. I will go so far as to say that probably the most attractive packages on the market today are the most economical to manufacture. There is a certain balance to be reached between the high grade product and high grade container which when achieved creates both respect and approval in the eyes of the customer. Further than this is the "arty" or just plain "expensive" looking package which is nothing more or less than gilding the lily. It is not popular when employed on products which a woman buys for her own use.

As I have said before the restyling of a single product presents so few limitations that this phase of packaging should result in both a pleasing and profitable change. An utterly unique design for the container with a label and color scheme which actually "belongs" will create a striking package. One of the happiest examples of this type of restyling is the "Non-Spi" bottle now on the market. In the accompanying illustration the old bottle and new are shown. The shape of this new bottle is so utterly distinctive that it remains fresh in one's memory a long while. This bottle won't tip over or spill easily. It fits conveniently in a shallow, low shelved bathroom cabinet or is sufficiently attractive to gain a place on the dressing table.

The opening is of a convenient size and the attractively moulded plastic cap in green screws down securely eliminating the leak hazard in traveling. The color scheme of a light chartreuse and a dark rich green, relieved with touches of white, effects great simplicity and unity on both the label and the carton. The rich amber shade of the product gives an added note to the color scheme of the bottle. This is always an important point to be taken into consideration.

The carton is lined with corrugated paper. The upper half of such a bottle would present a packaging problem due to the difference in diameter from the base. This has been successfully overcome by inserting on one side of the neck of the bottle an additional strip of corrugated packing and a diminutive carton of "Couettes" to be used in applying the product. On the other side of the bottle neck is a folded booklet and



OLD AND NEW BOTTLES OF CHARLES OF THE RITZ

additional piece of corrugated packing. In this way the package is securely and pleasantly put together and when opened presents none of the frantic appearance of having had everything possible jammed in to make it ride safely. It is orderly, dignified and smart and commands both respect and appreciation from the consumer. The improvements over the old package are self-evident to the eye. Thus we see where a single product has taken full advantage of the great possibilities present-day packaging offers.

Turning to a long and important line of products see what can be done by the adroit use of only superficial changes. In the accompanying photograph is the original bottle of Charles of the Ritz as used by him in his salons before he placed the products in stores for retail selling. Beside this original bottle stands the present bottle, which is actually the same bottle in design but dressed differently. Although only the bottle in the line is used to illustrate these points every package in the present line is in perfect harmony. The change in packaging was made quite a few years ago when modern packaging was in its pioneer stage, and yet that bottle is as smart and up-to-date today because it has that un-dated quality which is so important. The paper label was removed and a unique process employed which gives the effect of glass etching as a trade-mark decoration. At the very base of the bottle is the name of the product in sharp clear lettering. The entire effect is very lovely of course. The neck label of the old bottle and the closure have given away to the more practical combination of a small metal screw cap under a slip metal cap. When these changes were made the way was left open to make even further changes which might present themselves as time goes on. Today the company is preparing some of those additional changes which will make the package even more practical and add to its artistic quality. Too often when a package is changed no room is left for further adjustments. Sometimes such changes are absolutely imperative if a bottle or jar is found too



liable to breakage or if some manufacturing difficulty later on presents itself. No package should ever be considered "finished"—in other words don't start traveling down a dead end street—take a highroad from which you can swing off as occasion demands!

In the case of this line of products a trade mark was created which combined rare beauty with the actual name and use of the products. We might go so far as to say that improvement would be almost impossible in this particular instance such a perfect balance of important features has been achieved. Thus the trade mark does a telling and selling job at the same time that it identifies the products.

There are today quite a few excellent examples of the minor-change-programs on the market, particularly in the case of large lines. Check them up by the yardstick of good packaging and you will find that the really successful ones measure true every time!

### Decree in Harriet Hubbard Ayer Case

JUDGE Robert P. Patterson on May 2 handed down the interlocutory decree which followed his decision and opinion favorable to Harriet Hubbard Ayer, Inc., in the suit brought by Recamier Mfg. Co., Inc. The opinion of the Court was presented in some detail in our last issue. The following is the decree in full:

"This cause came on to be heard at the January Term of this Court and was argued by counsel; and thereupon, upon consideration thereof, it is ordered, adjudged and decreed, as follows, viz.:

"1. That the plaintiff's bill of complaint herein be and the same hereby is dismissed.

"2. That the defendant is the owner of United States Trade Mark Registration No. 71,265 dated November 10, 1908, renewed by the defendant on July 13, 1928, and the trade mark covered thereby.

"3. That the said United States Trade Mark Registration No. 71,265 dated November 10, 1908, is good and valid in law.

"4. That the plaintiff has infringed defendant's rights in and under said United States Trade Mark Registration No. 71,265 dated November 10, 1908, renewed July 13, 1928.

"5. That the plaintiff account for and pay over to the defendant the profits and gains realized from and the damages caused by its sale since the filing of the answer herein of toilet preparations in infringement of said United States Trade Mark Registration No. 71,265.

"6. That the plaintiff, its officers, agents, servants and employees, and each of them, be restrained and enjoined from making, selling, advertising or offering for sale any toilet preparations designated in any manner by the name "Harriet Hubbard Ayer" or by the facsimile of the signature of Harriet Hubbard Ayer or any imitation thereof, on the packages, containers, parcels, labels, advertising or wrappings; provided, however, that the plaintiff shall not be restrained from stating that it is the successor to the business conducted by Harriet Hubbard Ayer in the years 1886 and 1887 or from stating (if such be the fact) that its products are made from formulas used by Harriet Hubbard Ayer in her business in the years 1886 and

1887 and provided further that any statement as to such succession or formulas shall include or be coupled with the statement, in type of at least equal prominence, "Not connected with the Business Conducted since 1907 by Harriet Hubbard Ayer, a New York Corporation" and provided further that the plaintiff's own name shall be printed in type more prominent than any reference to Harriet Hubbard Ayer and provided further that in no event shall the words "Harriet Hubbard Ayer" appear in script form.

"7. That this cause be referred to Robert McC. Marsh, Esq., as Master, to take and state the account of profits and damages to be recovered by the defendant from the plaintiff and to report to the Court with all convenient speed, with his recommendations; and that the question of increasing the damages be reserved for the Court until the coming in of the report of the Master.

"8. That the defendant recover of the plaintiff its costs and allowances to be taxed.

"(Signed) ROBERT P. PATTERSON,  
"U.S.D.J."

Counsel for Recamier Manufacturing Co., Inc., have advised us that they propose to enter an appeal from Judge Patterson's decision as soon as the papers can be prepared.

### Decision in Package Imitation Case

Following the decision and decree by Judge Patterson, Federal District Court, in the matter of the trade mark of Harriet Hubbard Ayer, Inc., Justice Shientag in the New York State Supreme Court, has handed down a decision in the suit brought by Harriet Hubbard Ayer, Inc., against the Recamier Mfg. Co., Inc., charging imitation of packages.

Justice Shientag held that the general design and the black and white combination are not of themselves sufficiently similar to mislead the purchaser, and that Harriet Hubbard Ayer, Inc., had no proprietary right in the black and white arrangement, which the court held to be quite common.

An injunction will be issued against Recamier Mfg. Co. restraining it from using the name "Harriet Hubbard Ayer" in script and following completely Judge Patterson's decree, but no injunction will be issued regarding the use of the black and white design or features of the package other than the name "Harriet Hubbard Ayer."

### Flower Cultivation in France Curtailed

The present state of the French essential oil industry is evidenced in the lessened interest in floral cultivation and in some instances a substitution of vegetables for oil-yielding botanicals. This applies particularly to roses and jasmin. The orange flower crop for 1931 is estimated to have exceeded that of 1930, which had been seriously affected by frost. The 1931 yield is placed unofficially at 1,320 short tons as compared with 876 short tons in 1930. The harvest of roses in 1931 is estimated at 1,760 short tons. While figures for 1930 are not available, the crop is said to have been distinctly below average. The jasmin flower output is reported at 600 short tons as against 1,450 in 1930.—*Commerce Reports.*

I T s  
tha  
rea  
remo  
that  
few  
the  
cial  
de  
count  
or to  
people  
the  
bo  
ing  
far  
people  
In  
striv  
and  
w  
prelim  
go.  
such  
The  
expect  
from  
possib  
value  
We  
ketpla  
manu  
depres  
they  
We  
reduc  
labor  
who  
theref  
enter  
lower  
the  
used  
shoul  
buy  
In  
reason  
notab  
not.  
Thi  
consi  
ache.  
pract  
even  
as it  
busin  
As  
varic

# Some Women Are Short of Money

*But When You Read the Advertisements  
You'd Think They Were All Rich*

by Leroy Fairman

IT should be fairly well understood, by this time, that few people are just now overburdened with ready cash. There are few places so small or so remote that they have not been reached by that unpleasant information; there are few people so lucky as to have escaped the pinching effect of the current financial depression. Nor is the necessity for counting the pennies confined to the poor, or to those in moderate circumstances; people who are accounted wealthy touch the bottoms of their purses with disturbing frequency. Mr. Schwab even goes so far as to say that there aren't any rich people any longer.

In these circumstances, one and all are striving to hang on to every dollar as long as possible, and when a dollar is spent, there is a good deal of preliminary figuring as to how far it can be made to go. Even in the bright lexicon of youth there is now such a word as economy.

These things being indisputably true, we naturally expect the man who seeks to separate the consumer from his dollar to make his proposition as inviting as possible. We expect him to give the utmost possible value in exchange for it.

We find, though, as we saunter through the marketplace seeking the most for our money, that many manufacturers apparently have not heard about this depression we consumers feel so keenly. So far as they are concerned, we are still living in the year 1929.

We have heard that the price of materials has been reduced materially, so to speak. We observe that the labor market is all cluttered up with willing workers who can find no work, and that the price of labor has therefore fallen. We understand that all costs which enter into the price of a commodity are very much lower than they were two or three years ago. And as the manufacturer's dollar goes much farther than it used to, we feel that, in pricing his goods to us, he should see to it that our dollar goes farther when we buy them.

In some lines—especially food and clothing—this reasonable expectation has been met. In others—notably the perfumery and cosmetics business—it has not.

This is, I am aware, a ticklish matter. No doubt its consideration has caused, and is causing, many a headache. In many cases, the lowering of prices may be practically impossible; in many others very difficult, even if possible; in few cases, if any, is it as simple as it sounds to the person who knows nothing of the business except from the standpoint of the consumer.

Aside from conditions which may vary in degree in various types and classes of business, there has all

along been a feeling that present general business conditions may change at any minute, and we shall, suddenly and all at once, bounce back to the jocund, care-

free days of 1929, when everybody had money and sought eagerly for ways to spend it—and when the more we paid for what we got, the happier we were. Well, since Nov. 15, 1929, there have been many light hearted and optimistic souls who have predicted confidently that a return to that delightful state was merely a matter of turning a nearby corner, but the corner seems no nearer now than it was then. Probably it is, but few there be who would care to bet real money on it.

So, then, this question arises: Were conditions normal in the days when we set the present prices on our merchandise? May not normality lie somewhere between those riotous times and the constricted and disagreeable present? And may not that point be reached by an almost imperceptibly slow movement, so that we may continue to hear about hard times, and practice rigid economies, not only during the period of improvement, but for a considerable time after actual normality is with us?

If such turns out to be the case, what is to be the public attitude toward goods which bear 1929 price tickets? Will not every manufacturer be forced to lower his prices—and, if that is to be the case, wouldn't it be better to swing the axe now rather than to wait until lower priced goods have stolen away a lot of our customers?

Consider what happened in the labor market. There was a strong fight made to maintain 1929 wage scales. Even President Hoover, by no means a loose or hasty thinker, urged employers to pledge themselves not to lower wages—an economic and practical absurdity, as events have since proved. And as conditions forced and are forcing the price of labor to lower levels, so will the same conditions force to lower levels the price of commodities made by labor and the cost of materials used by that labor in their manufacture. That will be the general rule. There may be exceptions. If so, those exceptions will in all likelihood be luxuries, and the manufacturer of perfumes and cosmetics will never admit that his products come within that classification.

In normal times, or in times which we formerly called normal, it was abundantly proved, time and again, that the consumer would pay very high prices for toiletries which she believed to possess unusual qualities. If convinced that a certain cream, for example, would work miracles on her skin and complexion, the price was a matter of no consequence. To the question, "What price beauty?" the answer was a





THREE ADVERTISEMENTS WHICH FOLLOW THE AUTHOR'S IDEA

glad shout, "Any price at all!" It was quite natural, in these conditions, that prices were based upon what a product could do, the service it could render, and not upon the actual cost of the merchandise.

In point of fact, that is a proper basis for price. The consumer should be willing to pay for the pleasure, comfort or satisfaction which she derives from the use of a product, without questioning its actual cost to the producer. Which, when money is plentiful, she will do.

But money is not plentiful now, and values are carefully scrutinized and compared. If a manufacturer had the only face cream on the market, or if his competitors all charged his price, women would go on buying it no matter if it were a rather difficult matter to scrape the money together. But there is no monopoly in any type or kind of toilet article, nor are all prices alike. As long as present conditions prevail, women in general are likely to look about and make experiments, possibly with the result that they will discover products sold at reasonable prices which will answer the purposes of the high priced goods, even if they are not quite so high in quality, or are less gaudily advertised, or less beautifully packed. Many may, in fact, discover that there is no appreciable difference between Tweedle Dee at one dollar and Tweedle Dum, which sells for fifty cents! Not so pleasant, that, for the manufacturer of Tweedle Dee.

It must have occurred to many manufacturers of late, that as the consumer leafs through the magazines, and sees toiletries casually priced at one dollar, two dollars, three dollars, five dollars—just as they were in 1929—she must feel that those prices are not now justified, and that a woman who is compelled to stretch her curtailed income to the utmost in order to make both ends meet is not justified in paying them. Whether or not anything is to be done about it is for the individual manufacturer to decide. And if he finds that it is necessary to maintain his former prices

because of the increased selling and advertising expense he must now incur in order to keep his merchandise moving, he may well ask himself whether that is a legitimate expense to saddle upon the consumer, in times like these.

In any event, the manufacturer should realize that in times like these economy is uppermost in the minds of a great majority of his potential customers, and that if they pay a high price they need to be assured and convinced that the price is a fair and reasonable one, when the quality of the goods they buy is given due consideration. If a woman pays one dollar for a box of face powder instead of fifty cents, she desires to know that the extra expense is a proper one, and that in fact she receives a real dollar's worth of service

and general satisfaction.

With this perfectly logical thought in mind, the seeker for light upon such matters will look through the magazines with the expectation of finding current advertising pitched to this key of economy. She will expect to find the advertiser making every effort to convince the consumer that for certain clearly stated reasons it is wise and prudent and economical to buy and use his product notwithstanding its 1929 prices; that in service and satisfaction she will receive the full value of her money.

With exceedingly rare exceptions, she will find nothing of the kind.

In many lines of business, especially and notably in the toiletry business, advertising talks the language of 1929—and this is the chief burden of my complaint.

Exceptions are so rare that they stand out with startling vividness. For example, a product called "Ambrosia" was introduced—in so far as the great mass of consumers is concerned—concurrently with the present financial depression. It has been advertised with great vigor and pertinacity. Its uses and merits have been sufficiently stressed, but always with relation to price. Various introductory offers have been cleverly staged. Both the trade and the consumer have been appealed to on the big value for the money basis. Just now attention is directed to the economy feature by an added inducement in the form of an accessory made and popularized by another manufacturer.

Current advertisements carry the word "Free" in big bold face type as a part of the heading. Economy of time as well as economy of materials and money is emphasized by advertising the product as a "one minute facial." All in all, the product has made a tremendous noise, has secured what seems to be 100% distribution, and has forced its way into millions of homes. It has not achieved this by 1929 methods, but through advertising keyed accurately to present

day conditions, and to the almost universal desire to get the most for the money.

I know, of course, that many manufacturers will say, "not for me are such circus methods as these." "It would be absurd for me to follow the 'Ambrosia' example." "Such tactics would ruin my business" And so on.

Quite true, perhaps. But that is not the point. Far be it from me to counsel any manufacturer to copy the methods, or the advertising, of another. The point is that here and there we find an advertiser who has had the vision to see things as they are in this year 1932, and to work out merchandising and advertising plans which meet the requirements of today and answer the questions which are passing through the minds of the consumers.

Other manufacturers should, it seems to me, work out plans which have the same ends in view, no matter how different in nature and details they may be.

But, as stated above, they are doing nothing of the kind. In the magazines of the current month, few indeed are even passing references to economy, to the actual money's worth which the advertiser offers. Yardley hints, in a casual manner, at price reductions. Luxor offers a "special" consisting of soap and face powder for fifty cents—"value seventy-five." Hind's Cream comes right out and says, in so many words, "You will be surprised, quite agreeably, by the reasonably low price." Tangee assures the reader that the product "costs no more than ordinary" kinds, but that statement seems to fall rather flat as an economy argument. Mulsified Coconut Oil says that a 4-oz. bottle should last a month, but doesn't tell the price. Woodbury's Soap costs the user "less than a penny a day" although the price is twenty-five cents—a statement which helps the reader to appraise value and economy.

On two pages of notes I made as a result of a trip through the magazines of the month, these are the only cases where any references is made to economy, of value for the money—the only attempts to convince the consumer that in these parlous times the advertised goods represent a wise and prudent investment, high though the prices may seem.

Most of the advertisements sail gaily along after the 1929 manner, as if all the money in the world was still circulating swiftly around among the users of toilet goods. One would think, to read them, that the pursuit of beauty was the chief concern of the women of America, and the question of cost was of no consequence at all. I heartily wish that such were the case, but I know that it isn't, and I fear that such advertising is, to say the least, ill advised.

#### Loft Sues Coca-Cola

Suit has been filed in the Supreme Court by Loft, Inc., against Coca-Cola Co., Atlanta, Ga., for \$5,000,000 damages charging the latter, with interference in contract of sale of Pepsi-Cola in Loft stores.

This suit is in addition to the \$2,000,000 damage suit filed by the Pepsi-Cola Co. against the Coca-Cola Co. on the same charges. Charles G. Guth, president of Loft, Inc., contracted with the Pepsi-Cola Co. for the sale and distribution of Pepsi-Cola at all of the Loft fountains.

#### Drug Group Hears Eble

CAPTAIN F. X. A. EBLE, Commissioner of Customs, Washington, delivered an address entitled "The American Tariff and Its Administration" at the May Meeting of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, May 12, at the Hotel Pennsylvania. Captain Eble discussed the history of tariff legislation, he outlined the administrative organization, and considered the 1930 Tariff Act, its operation and administration.

The membership committee, under the chairmanship of J. J. Reiner, of Lehn & Fink Products Co., reported that during the last month they had obtained nine new members. These members elected into membership were: *American Druggist*, J. T. Baker Chemical Co., H. Clay Glover Co., Inc., R. W. Greeff & Co., Inc., Lambert Pharmacal Co., Marvin & Bergh, Progressive Drug Company, Inc., United Drug Co. of Boston, Mass., and the Victor Chemical Works.

Among those seated at the speakers' table, at which Percy C. Magnus, of Magnus, Mabey & Reynard, chairman of the section, presided, were: F. J. H. Kracke, United States Appraiser of the Port of New York; H. C. Stuart, Assistant Collector of the United States Customs Service; C. C. Hensen, Gillespie & Co., president, American Exporters & Importers Assn.

#### Insecticide Makers to Meet

THE 18th Summer Convention of the Insecticide & Disinfectant Manufacturers Association, Inc., is being held this year at the Edgewater Beach Hotel, Chicago, and a most interesting and entertaining program has been arranged by the committee in charge of the affair. The meeting will be held May 23 and 24 and is expected to bring together an unusually large crowd of manufacturers. The program will be opened with the address of the president, Evans E. A. Stone of William Peterman, Inc., New York, and the treasurer's report will be presented by John Powell of John Powell & Co., Inc., New York. Most of the addresses will be made by members who are particularly in touch with the numerous subjects to be presented. An excellent feature of the program is a time devoted for discussion immediately after each formal paper with a competent leader to direct the discussion. As entertainment there will be an informal golf tournament and an informal banquet, the tournament being held at the Tam O'Shanter Country Club on Sunday preceding the convention and the banquet on Tuesday evening May 24 at the hotel.

#### Protest Duty on Lavender Flowers in Sachets

In protest 413868-G J. W. Robinson Co., Los Angeles, Calif., claimed that lavender flowers and leaves put up in sachets, classified at 75 per cent ad valorem under paragraph 62 of the Tariff Act of 1922, should be given free entry under paragraph 1567.

Justice J. McClelland, on the authority of Abstract 9941 and also due to the fact that it was stipulated that the lavender flowers in question were in their natural state in the sachets upheld the claim.



# The Glutamic Taste

## *A Study of the Flavor of Meat and Its Possible Duplication*

*by Chemical and Vegetable Means.*

*by E. C. Crocker and L. F. Henderson\**

**W**HAT is the characteristic taste of meat chemically? Can it be obtained directly from vegetable sources, without the intermediary offices of animals? Glutamic acid has long been known to be chiefly responsible for the taste (but not the odor) of meats, cheese, and other animal foods. It has lately been found feasible to manufacture this amino acid from wheat, corn, cottonseed, soy bean and other sources of gluten, to make an attractive condiment. The taste itself is of considerable interest, and has occasioned the thought that it may be a new *kind* of taste, not possible of duplication in terms of sweet, sour, salty and bitter. This article is the outcome of a direct attempt at such duplication.

In 1912, Ikeda<sup>1</sup> used the term "glutamic taste" in describing the meat-like taste which was common to the glutamates of sodium, potassium, magnesium, calcium and barium. He found that the threshold value (dilution at which a taste is just clearly perceptible) was about 0.0004 M. for each of the above salts, and considered that the taste was due to the monovalent glutamic ion,  $C_5H_7NO_2$ . Nothing can be found in the literature since that time to indicate that this interesting taste has been further analyzed, and this in spite of the substantial fulfillment of Ikeda's prediction that glutamates would come into considerable use in Europe and America.

The Oriental condiments variously known as Ajinomoto, Ve-tsin, etc., are principally dry sodium glu-

tamate mixed with about 10 to 20% of salt. These are quite liberally used, especially by those people reached by the advertising which extols their value, and cost about \$3 to \$4 per pound. The various "soy" sauces and most of the European and American proprietary table relishes for meats and game are also based on sodium glutamate, made from wheat gluten by fermentation. The peculiar glutamic taste, which is responsible for the popularity of these condiments, since it intensifies the meaty character of food, is worthy of special study.

### Preparation of Pure Glutamic Acid

Commercial, American-made, glutamic acid, of ashy-gray to chocolate-brown color, and with an odor suggestive of bone-meal, was purified by conversion into the hydrochloride, filtration to remove the bulk of the "humic" matter, decolorization with activated carbon, neutralization to the acid stage, and crystallization as the acid. By this procedure there was obtained a nearly colorless, crystalline meal with little odor. By dissolving this meal in boiling water, giving it a mild treatment with activated carbon, followed by two successive paper filtrations and slow cooling, we obtained glistening white crys-

\* Laboratories of Arthur D. Little, Inc., Cambridge, Mass.  
<sup>1</sup> K. Ikeda. Orig. Com. 8th Int. Cong. Appl. Chem. 18, 147 (1912).



MR. CROCKER, ABOVE, TESTS FLAVOR OF SOLUTIONS; MR. HENDERSON, LEFT, COMPARES ODORS IN ACCORDANCE WITH SYSTEM WHICH HE DEvised



tals of essentially odorless and pure glutamic acid. The overall efficiency of the process was about forty per cent.

From this pure glutamic acid, a .05 M (0.735%) solution was made up, and its strength was checked by titration with alkali.

### Taste Standards

Solutions of the four recognized primary tastes of approximately 5-threshold strength were made up according to the data on pages 136-143 of "Smell, Taste and Allied Senses in the Vertebrates," by Parker (Lippincott, 1922).

These were diluted to various strengths and tested by two of us (both non-smokers)<sup>2</sup> to find our personal thresholds.

Table I—Taste Threshold Values in Literature.

Taste	Substance	Threshold Values Selected by Parker
Sweet	Cane Sugar	0.02 M=0.6847%
Sour	Hydrochloric Acid	0.0025 M
Salty	Sodium Chloride	0.04 M=0.234%
Bitter	Quinine Hydrochloride	0.00004 M=0.0016%

Working with these various materials, we became dissatisfied with the quinine hydrochloride as a bitter standard, and sought another material which could be used in concentrations comparable with those of the other taste standards, and which should register more rapidly and disappear sooner. Caffeine seemed to answer these requirements splendidly. Its threshold value was found to be 0.00020 M (0.0042%); hence it has only one-fifth the taste intensity of quinine hydrochloride mole for mole. Its solutions kept well, and, as it seemed to be purely bitter in taste, it was adopted as our bitter standard.

Oxalic, phosphoric and tartaric acids were tried out as possibly desirable replacements for hydrochloric acid. The first was judged somewhat bitter, as well as sour, but the second, as a 0.0009 M solution, was found to be a good sour standard. Tartaric acid was found to be without objection and was accepted as our sour standard.

Table II—Selected Taste Standards

Taste	Substance	Molality (at threshold)	% Strength (at threshold)
Sweet	Cane Sugar (as rock candy)	0.020	0.684
Sour	Tartaric Acid (crystals)	0.00125	0.019
Salty	Sodium Chloride (C. P.)	0.030	0.176
Bitter	Caffeine (U. S. P., X)	0.00020	0.00424

### Glutamic Acid—Sodium Glutamate— Caustic Soda Tastes

Tested glutamic acid solution, to find its sourness and glutamic thresholds. Found the sourness threshold at about 0.0010 M and the "glutamic" threshold at about 0.0025 M. Thus glutamic acid is a sufficiently strong acid so that its sour taste interferes noticeably with the glutamic taste. The tasting seemed to involve, in order of importance, sourness, bitterness and saltiness.

Made up 200 cc. of a 0.025 M solution of sodium glutamate by treating 100 cc. of 0.05 M glutamic acid (0.735% solution) with 100 cc. of 0.05 M caustic soda (checked by titration with a standardized acid solution). Finding the taste of this solution very strong, made dilutions until approximately threshold was

reached. At this stage, the strength was 0.0025 M. The taste was bitter, salty and sweetish.

Various strengths of caustic soda solution were tasted to determine the taste threshold. This was found to be at approximately 0.0040 M, with the sensation of pain more prominent than that of true taste, but with bitter and salty as the more conspicuous taste elements. Since bitter and salty elements of taste are also prominent in sodium glutamate and glutamic acid, a slight error in either direction in the neutralization of the glutamic acid by caustic soda should not be a source of serious interference with the taste of the glutamate produced.

### Preliminary Examination of the Taste of Sodium Glutamate

In the first attempts, there was used a 5-threshold solution of sodium glutamate (0.0125 M). This was tasted by way of a glass stirring rod. Noted saltiness first, then sweetness and finally bitterness. Subsequently, all tasting was done by taking small sips (4-5 cc. each) from 50 cc. beakers.

Made up mixtures from 5-threshold ("5-T") standards in attempt to duplicate the taste of the glutamate. In the first and second series, the slow-acting objectionable quinine hydrochloride was used for the bitterness standard.

Table III—Series I of Glutamate Taste Duplication  
Threshold of each taste in the mixture

Duplication Number	Sweet	Salty	Bitter	Opinion of Resulting Taste
1	2.0	1.0	0.4	Too salty
2	2.0	0.25	0.5	Not salty enough
3	2.0	0.5	0.5	Sweetness and saltiness are good. Too bitter.
4	2.0	0.5	0.25	Sweetness and bitterness too strong. Not salty enough.
5	2.0	0.67	0.25	Sweetness and bitterness too strong. Saltiness about right.

During the testing of this series the opinion developed that surface tension might enter as a factor in the taste of sodium glutamate. Accordingly, the 5-threshold solution of glutamate was tested for surface tension by the drop method, from a pipette, in comparison with freshly distilled water. The surface tensions of the two were very close, with that of the glutamate slightly the higher. Thus surface tension, as such, can cause no appreciable part of the glutamic (meaty) taste.

The distilled water used in our work was produced in a Barnstead still, from normally good-tasting water which had been filtered at the local reservoir. It required several days' working with this distilled water, however, before we became accustomed to its insipidity. Gradually we built up a reaction that enabled this water to seem tasteless, and the somewhat mineralized tap water to seem tasty by contrast. Since all tasting was done by comparison, the water taste factor gradually disappeared and should not influence results to any appreciable degree.

### Attempts to Duplicate the Glutamic Taste

An experiment was devised to find what taste-elements accentuate the distinctive meaty character of the sodium glutamate. Some 2-threshold glutamate solution (.0050 M) was treated with an equal volume of 1-threshold solutions of sweet, sour, salty and bitter

<sup>2</sup> J. E. Rauth and R. A. Boelcke, *J. Chem. Ed.*, 9, 186 (1932).

taste, respectively. The sweet addition counteracted most of the salty and practically all of the meaty character of the glutamate. The sourness accentuated the meatiness. The saltiness produced a sort of limey ("alkaline") taste, but suppressed the meatiness. Bitterness, however, intensified the meaty character. Apparently, the meaty character distinctive of sodium glutamate is intensified by sourness and bitterness and diminished by sweetness and saltiness.

When sourness and bitterness, at threshold strengths, were mixed together, bitterness predominated. When sour, salty and bitter were present together, saltiness showed up most and then bitterness. Apparently, sourness can easily be overlooked in a complex taste, since it is not intrusive, and it should, therefore, be used in all duplication attempts.

Table IV—Series 2 of Glutamic Taste Duplications  
Thresholds of each taste in the mixture

Duplication Number	Sweet	Sour	Salty	Bitter	Opinion of Resulting Taste
6	0.5	0.5	0.5	0.5	Good, but not sweet enough.
7	0.75	0.5	0.5	0.25	Very good, but low on sourness.
8	0.5	0.85	0.5	0.15	Definitely too sour.
9	0.7	0.5	0.75	0.15	Very good, but rather bitter and sour.

(Comparisons were made with a 2-T sodium glutamate solution.)

These duplication attempts, using some sourness, were much closer than were those of the first series. (The quinine bitterness standard was used in all of the above.)

A series of 19 batches was then run, using the new caffeine bitter standard varying the component tastes until reasonably close duplication was obtained of 2-T pure sodium glutamate.

The best results were obtained with:

Sweetness	0.6	threshold
Sourness	0.5	"
Saltiness	0.7	"
Bitterness	0.5	"

When the above solution was compared with 2-T glutamate, the two were distinguishable but were very similar. Each taste factor was found to have distinct influence. The trace of sourness was necessary to prevent insipidity, and the sweetness played an important part, but the bitterness and saltiness contributed most largely to the full "meaty" taste. In the synthetic mixture, the parts of the taste faded out, one at a time, irregularly, whereas the glutamate taste, produced by a single material, could not separate.

It was noted that magnesium compounds, especially if a trace of sourness be added, simulate the glutamic taste fairly closely. This does not imply, however, that a spoonful of Epsom salts and some grape-juice is a complete gustatory equivalent of a juicy steak!

### Conclusions

It is concluded that the "Glutamic taste" is not unique. It has been matched quite closely by a mixture of bitter, salty, sweet and sour.

Magnesium sulphate plus a trace of tartaric acid also was found to have the glutamic taste-factors in approximately the right quantitative relationship.

### Harmony Essential

A business organization divided against itself will fall.—*The Silent Partner*.

## Ambrosia Litigation Ended

THE litigation between Hinze Ambrosia, Inc., makers of "Ambrosia" lotion, and Joseph Brueck, who put upon the market a competing lotion under the name of "Ambrosia," was ended in the Supreme Court of New York County on Friday, May 6, 1932, by the entry of a decree consented to by the defendant Brueck, in which the right of the Hinze Ambrosia Co., Inc., to the sole ownership of the name "Ambrosia" as applied to a toilet preparation was vindicated. The plaintiff had marshalled an effective array of witnesses and experts in preparation for the trial in the Supreme Court, including Dr. Curt P. Wimmer, of the New York College of Pharmacy, when at the last moment the defendant abandoned his defense and consented to a decree in favor of the plaintiff in consideration of the fact that a criminal prosecution simultaneously started with the civil litigation should be abandoned by the plaintiff in view of the consent decree.

## A Ph.M.A. Annual Meeting at Greensboro

As we go to press, the annual meeting of the American Pharmaceutical Manufacturers' Association is being held at the Sedgefield Inn, Greensboro, N. C. As usual an interesting program of business and entertainment has been arranged. Sessions will be under the direction of John G. Searle of G. D. Searle & Co., president. Representing the association members will be B. F. Zimmer, vice-president of Fritzsche Brothers, Inc. Others connected with the program are J. J. Kerrigan, Merck & Co., as members of the entertainment committee; M. H. Schuele, Merck & Co., golf committee; J. L. Hopkins, J. L. Hopkins & Co., membership committee; W. A. Webster, Wm. A. Webster Co., legislative committee; William Lister, E. L. Patch Co., committee on distribution. A golf tournament, ladies' luncheon and bridge, the annual banquet and reception of the new officers are the principal entertainment features.

## Spice Trade Association New Officers

The annual meeting of the American Spice Trade Association was held on May 10 in New York and after the consideration of routine matters the following officers were elected for the coming year: President, Lloyd M. Trafford of C. T. Wilson & Co.; vice-president, George M. Armor of McCormick & Co.; treasurer, J. P. Knight; directors for a two-year term, Anthony A. Sayia and Fred W. Hahne. John Clarke heads the arbitration committee for the coming year.

## Foreign Toilet Requisites Lose Ground in American Market

Imports of perfumes, toilet waters, bath salts, cosmetics, powders and creams dropped 40 per cent in the first two months of 1932 from their already low level in the same period of 1931. Their value for January and February this year was \$70,148. Toilet soaps brought into the country also declined 31 per cent to \$37,316 for the two months.

## Advertising Pays in Hard Times

**S**PEAKING at the Eastern New York Rotary convention held recently in Schenectady, Gilbert W. Hodges, president of the Advertising Federation of America, cited records of the past seventeen years as evidence that advertising was essential to business success especially during periods of hard times. Mr. Hodges stated that the federation had compiled records of 120 firms over the seventeen-year period with remarkably uniform results. Sixty maintained their advertising appropriations in periods of difficulty while sixty curtailed advertising when business was dull.

Here are some of the findings, as Mr. Hodges described them. He first took up the cases of the sixty concerns which enlarged their advertising, saying:

"Seventeen years ago many of these sixty companies were small affairs struggling for a foothold. Today every one of them is numbered among the foremost business houses of America. And they have multiplied their net assets to four times what they were seventeen years ago.

"Last year their combined net profits were three times greater than in the comparatively good year of 1915. This dramatic testimony to the value of an unbroken advertising policy should bring confidence and inspiration to executives who want tangible proof that a courageous program, even in these difficult times, will pay."

Mr. Hodges then went on to list specific concerns which he said had made outstanding records, even in bad times, through advertising. Continuing, he said:

"Now let us look at the other side of the picture—the dark side. Let us see what happened to the other sixty companies, the ones that pursued an erratic and uncharted course.

"When times were good they plunged heavily. When the going became difficult they tightened their purse strings.

"But this policy didn't work. Seventeen years ago every one of the sixty firms in this erratic group was an important national business. Today more than half of them have lost that position of importance. Many have perished.

"It would be instructive to study individual cases, but it would be most uncharitable to mention names. One is a manufacturer of wearing apparel, but you seldom hear the name nowadays. Another is an automobile concern whose car was very popular seventeen years ago. It couldn't make a profit even in the boom year of 1929."

## Minnesota Counterfeiters Guilty

**MINNEAPOLIS, May 10.**—A fake beauty preparation racket came to an inglorious end in the district court here recently when two men, Arthur F. Clow and Joseph M. Wexler, pleaded guilty to possession of counterfeit dies and plates and sale of goods bearing false stamps before Judge Lars O. Rue. Their cases have been referred to the probation officer for investigation.

When the two men left court on \$500 bail each, federal justice agents immediately took them before U. S. Commissioner Howard S. Abbott, and charged them

with possession of counterfeit internal revenue strip stamps. A representative of Eugene, Ltd., of New York, beauty preparation manufacturer, whose products were allegedly imitated, asked Judge Rue that Wexler be given leniency and placed on probation.

Wexler and Clow were arrested on complaint of Sybil Vaughn, operator of a beauty parlor in the Foshay Tower, who said she had purchased some hair-curling compound from the salesmen. Women patrons of the beauty shop were not satisfied with the results and investigation disclosed that the product was an imitation with counterfeit labels. A raid by investigators for the county attorney's office followed and the labels and plates seized in a printing office.

## Campbell Warns on Toilet Goods

Walter G. Campbell, director of regulatory work, U. S. Department of Agriculture, has issued a bulletin of considerable interest to manufacturers of toilet preparations. Mr. Campbell says:

"Tooth pastes, face creams, hair dressings, shaving soaps, and other cosmetics, normally not to be classed as drugs, become subject to regulation under the National food and drug law *only when they are labeled with claims for the prevention, mitigation, or cure of disease*. Tooth pastes are sometimes labeled as anti-septics or as cures or preventives of diseases of the mouth. These, when so labeled, if shipped interstate, become subject to Federal regulation. Some manufacturers represent face creams as having power to cure pimples and other skin diseases; others label hair dressings as hair restorers, and shaving soaps as anti-septics or destroyers of disease germs. Articles so labeled are subject to action under the Food and Drugs Act, since technically they then become drugs.

"The law defines a drug as any substance or mixture of substances intended to be used for the cure, mitigation or prevention of disease of man or other animals. Some articles, such as quinine tablets, primarily are medicines and have no use other than as medicines. But any substance, including cosmetics and dentifrices, becomes a drug under the law when it is offered for the treatment or prevention of disease. When manufacturers of articles that would ordinarily be classed as cosmetics label their preparations with curative claims, thus classifying their goods as drugs, they become subject to action under the law. Labels on cosmetics must be strictly truthful, otherwise the preparations will be subject to action.

"Reliable dental opinion holds that no tooth paste, regardless of its composition, can truthfully be represented as a cure or a preventive of pyorrhea and certain other oral diseases. Physicians regard only such preparations as are tonics for other parts of the body as tonics for the hair. Pimples may be a symptom or the result of a variety of diseases, many of them serious, for which face creams do not constitute adequate treatment. So long as cosmetics are labeled solely as cleansing agents, beauty enhancers, etc., they will not become subject to action under the Federal food and drugs act, but if manufacturers label them as drugs, they must accept the responsibility for marketing the commodities in strict compliance with the requirements of the national law."

## Program for F. E. M. A. Convention

**P**LANs are rapidly being completed for the annual convention of the Flavoring Extract Manufacturing Association which will be held this year at the Hotel Madison, Atlantic City, June 13, 14 and 15. A special meeting of the Executive Committee will be held at the hotel on June 12 immediately preceding this convention. A change from the usual custom this year is that the meeting begins on Monday. This change has been made in order to permit members from distant cities to arrive in time for the convention and spend several business days in New York if they so desire as well as to afford a preliminary week end in Atlantic City.

The committee in charge of the business program plans to devote one entire session to a business forum. This program will consider a large number of subjects of particular interest to each house in the flavoring extract line. There will be no formal speaker but discussion will be led by members of the association, the subject discussed being handling of salesmen under present economic conditions, reduced overhead, increased cost of selling, size of orders, credits, collections, collection agencies, tax problems, and others. Speakers of national reputation from several of the government bureaus in Washington will be present at the convention and addresses are also planned on the packaging of flavoring extracts, uses of new flavors from fruits, and numerous other subjects.

The entertainment features will include the numerous recreations for which Atlantic City is famous, and as usual golf and tennis tournaments will be arranged. The annual banquet will be held the evening of June 14.

The committee especially urges that early reservations be made so that plans for the entertainment of the guests can be made to the best advantage. It is hoped and expected that attendance will be fully up to that of former conventions, and the committee feels that both business and entertainment programs will be well worth the time of the members.

Some of the outstanding speakers on the convention program will be E. A. Waters, vice-president of General Foods, Inc., New York, whose subject will be "New Methods of Food Production." B. C. Robbins of the duPont Cellophane Co., New York, will talk on "The Package and Its Relation to Advertising." S. L. Barnes of the Armstrong Cork Co., Lancaster, Pa., will discuss "Modern Packaging."

The symposium on flavoring extract business will be conducted by President Brendlinger, and among the speakers will be C. L. Fardwell of McCormick & Co., Baltimore, J. A. Handy of Larkin Co Inc., Buffalo, and L. P. Symmes of Baker Extract Co., Springfield. Dr. James M. Doran, commissioner of industrial alcohol, will be a speaker, and Dr. W. W. Skinner, of the U. S. Bureau of Chemistry, will discuss "Flavor of Fruits." Radio advertising will be the subject of a talk by Frank Arnold, director of development of the National Broadcasting Co., New York. Several other interesting features are also in course of preparation and these will be bulletined to the members later.

## National Drug Survey Meets

**M**ORE than 900 interested delegates attended the first meeting of the National Drug Store Survey Conference at St. Louis during the week of April 25 with sessions lasting from 9:30 in the morning until 11:30 at night on each of the two days. At this meeting the facts regarding recent surveys of drug store business were presented by representatives of the Department of Commerce and interpreted by prominent figures in the trade. The conference was under the chairmanship of Robert L. Lund, the actual work of the survey having been done by government workers under the direction of Wroe Alderson, appointed for this task by the Secretary of Commerce.

Among the interesting and rather startling facts brought out by a survey of stores doing an annual volume of from \$18,000 to \$370,000 annually was that men patronize the drug store more than do women, a conclusion directly opposite to popular beliefs. Mr. Alderson showed statistics to the effect that not more than one customer out of eight buys more than a single item in any one drug store visit. He also pointed out that the evidence showed that the use of cut price "leaders" did not stimulate the sale of other items.

Mr. Alderson contended in his address that it was unsound to apply an operation cost ratio for the business as a whole to individual items since certain articles would produce a net profit at a much narrower margin than others, bearing out the contention of the manufacturers that fast moving items should bear a smaller percentage of overhead charges than those on which the turnover is at a slower rate.

An interesting feature was a plea for price maintenance by Carl Weeks, president of the Armand Co., Des Moines, who urged passage of legislation making contracts for price maintenance legal. Nelson A. Miller discussed toiletries and proprietaries in the drug store. He classified drug store business in eight major departments of which one was toilet goods showing the percentage of the total gross margin which was assigned to each. On the two manufacturing departments, the fountain and the prescription department, the highest percentage of gross margin was charged. Toilet goods ranked fifth with a percentage of 8.76.

Mr. Miller stated that dentifrices represented the most important item of sales in the toilet goods department. He rated other leading items as follows: razor blades, face powder, perfumes, soaps and hair preparations.

The results of the survey and of the conference are to be issued as a series of bulletins by the Department of Commerce according to present plans and are expected to be of great value to the drug store and to the manufacturing industries supplying it with merchandise.

## Drug and Toilet Necessities in Australia

Market for drug and toilet necessities in Australia remained fairly steady in 1931. The year was marked by the continued increase in the number of products manufactured locally, either under license or by branch plants of foreign companies.—(Assistant Trade Commissioner H. P. Van Blarcom, Sydney).



# TRADE NOTES



## Prince Matchabelli Wins Award

At the International General Trade and Modern Homes Exhibition, held in London during the month of March, the perfumes of the Prince Matchabelli Perfumery Corp., New York City and Paris, won the Grand Prix and Gold Medal. Prince Matchabelli, who has developed the numerous odors of his company, including the "Princess Norina," "Ave Maria," "Queen of Georgia," "Duchess of York," and others, is to be congratulated upon this honor which has been bestowed upon his products. This is not the first award that his perfumes have taken; they having been awarded the Gran Premio and Gold Medal at the exhibit held at Bologna, Italy, in 1929, as well as prizes from exhibitions held in France and Belgium.

The Princess Norina Matchabelli, for whom the Prince named his first perfume, is now taking an active interest in the company. She has just left in company with friends on a motor trip to California. On the way she will stop at Pittsburgh, Columbus, St. Louis, and Kansas City, to visit the shops where the Matchabelli perfumes are sold. On her return trip she will come by way of Chicago, Detroit, etc., and will visit stores in these cities.

## Charm-U Company's New Officers

Charm-U Co., Inc., Chattanooga, Tenn, which for about twenty-five years has manufactured toilet preparations and for some years was operated by W. L. Lawton, has been reorganized with Mrs. Eileen Houston, president and general manager, and Mrs. Dorothy Arrowsmith, treasurer. A new branch office has been opened at 69 Nehoiden road, Waban, Mass.

## Crystal Chemical Changes Name

The Crystal Corp., is the new name of the Crystal Chemical Co., Inc., makers of "Outdoor Girl" beauty products and "Z. B. T." talcum adopted on April 25. Myram Picker, president of the company, advises us that the change in name involves no change in management.

## Princess Helaine Moves Offices

Princess Helaine Laboratories, Los Angeles, Calif., are now located at new quarters at 2504 W. 7th street. They were formerly at 4969 W. Pico boulevard.

## King Heads Watkins Co.

E. L. King, for many years vice-president of the J. R. Watkins Co., Winona, Minn., has been elected president to succeed the late Paul Watkins. Our congratulations go to the company on its choice and our best wishes are extended to Mr. King in his new capacity. Associated with him in directing the affairs of the company are G. W. King, treasurer; Ralph G. Boalt, secretary; D. C. Alexander, assistant treasurer; and R. H. Watkins, assistant secretary. Mr. King's former position as vice-president has not yet been filled.

While he is well known to many in our industry, we have requested one of the other executives in the

Watkins organization to write us a more intimate sketch of Mr. King and his activities. The interesting sketch follows:



E. L. KING

"Mr. King has been vice-president of our company for many years. For the past few years he has been directing its policies, due to the delicate condition of Mr. Watkins' health. Before that time an arrangement existed between these two gentlemen whereby each functioned as the residing

executive officer for a period of six months in each year. This very happy arrangement offered the opportunity for both business and recreational pursuits of the two senior officers. In the later years most of the responsibility has fallen upon Mr. King who has kept in constant, close contact with his business interests. The new title is one more in name, therefore, than in actual duties.

"Our new president has been associated with The J. R. Watkins Co. for more than thirty years. When he entered its employ in 1902 it was a small growing concern with an excellent selling method. In conjunction with the founder J. R. Watkins, his father-in-law, and Paul Watkins the preceding president, Mr. King labored to bring the business to its present position of importance. He contributed a large part toward its success and the extension of sales from distinctly rural to include cities is due to his foresight. From the modest start in Winona, Minn., Mr. King has seen the business increase so that manufacturing operations had to be carried on in the south at Memphis, in the north at Winnipeg and in the east at Newark, N. J., besides

several times increasing the size of the home plant in Winona. Distributing branches are now maintained by The J. R. Watkins Co. in practically every important city of the U. S. as well as three Canadian cities. At the present time the company has more than 10,000 persons dependent upon it for their work. Over 8,000 of these are direct selling dealers and approximately 2,000 are employed at its manufacturing and distributing branches.

"Mr. King not only has wide business interests but is known as a prominent sportsman. His hobbies are hunting, trap shooting and golf. With Mrs. King, who is also keenly interested in shooting, he has made two expeditions to East Africa for big game hunting. During these hunts many big game trophies were obtained and the King collection which is one of the finest in the middle west is now permanently installed in the Winona National & Savings Bank building of which bank he is president. He has also done much service in propagating game birds in Minnesota, Mississippi and Florida. A game bird farm is maintained by him for raising pheasants, quail and Hungarian partridges. Thousands of birds have been released to their natural haunts from this farm. Mr. King winters at Daytona Beach, Florida, where he maintains a winter residence and the Seabreeze golf course.

Most of the year is spent at Rockledge, his estate on the Mississippi below Winona. He is an ardent member of the Winona Country Club which owes much of its success to his munificence. Besides these he is president of the Winona Gun Club and a member of the Winona Rifle Club.

"Those who meet Mr. King in a business transaction are immediately impressed with his keen, thorough, discerning business judgment in spite of his retiring nature. He is conservative yet original in his policies and has the facility of getting the best out of his men in a kindly way. He is, however, a disciplinarian. Having obtained his early training in the field of sales, his judgment in this important branch of business is based upon actual experience and is sound and successful. The affairs of The J. R. Watkins Co. are in competent hands and its continued success and growth will be maintained under his direction."

#### Reorganization of Horte Company

Horte Chemical Co., Inc., has succeeded the former Horte Laboratories of Boston. The business of the former company has been taken over by an entirely new personnel which will retain the Horte name and manufacture a complete line of cosmetics. E. C. Ford is president, Olive C. Luce, treasurer, and Francis A. Nolan, vice-president of the new organization.

#### Perfume Company's New Branch

The Bourbon French Perfume Co., has just opened a branch store at 130-32 Bourbon street New Orleans. The main store is at 136 Dauphine street. The new location has a white stucco front and interior finished in white, green and brown. The company manufactures and retails.

#### Arizona Laboratories, Inc. Formed

Four specialty manufacturing concerns have been consolidated into the Arizona Laboratories, Inc., with offices at 1343 East Van Buren street, Phoenix, for the production of perfumes and facial creams, officials of the new concern have announced.

Charles Piro has been elected president; and Everett Tiller, secretary and treasurer. The companies included in the combination are Phoenix Chemical Laboratories, Phoenix Barber Supply Co., Tucson Barber Supply Co., and the Universal Cactus Food Products.

#### Bushfield Establishes Own Business

John P. Bushfield, for more than 25 years connected with Martha Matilda Harper, Inc., Rochester, N. Y., has resigned his connection with that company and is organizing the Bushfield Laboratories of Rochester which will manufacture a complete line of hair and



JOHN P. BUSHFIELD

skin preparations, designed to appeal especially to the beauty parlor trade. Details regarding the items in the line, several of which will be entirely new, will be announced within a short time.

Mr. Bushfield's affiliation with the Harper business began in 1900, when he was a youth, his employment being part time and sporadic, as the need for the services of an assistant waxed or waned. In 1907 he began devoting his entire time to the needs of the growing organization, and in 1926, when the business was incorporated, he was elected treasurer, which office he held continuously until his recent withdrawal.

In addition to his duties as treasurer, Mr. Bushfield had charge of sales and was active in the manufacturing and purchasing departments of the business. In October, 1931, accumulating responsibilities resulted in the engaging of James Kelly to relieve Mr. Bushfield of most of the sales duties.

His many friends in the trade will wish him every success in his new venture.

#### Wrigley's Widow on Company Board

At the annual meeting of the stockholders of the Wm. Wrigley Jr. Co., held March 22, at Chicago, Mrs. Ada E. Wrigley was elected a director of the company to succeed her husband, the late Wm. Wrigley, Jr.

J. Allan Ross, vice-president and manager of the Canadian operations, was elected to the board to succeed A. G. Cox. Andrew R. Dole was chosen for the position left vacant by the death of his brother, John R. Dole. The board later re-elected Philip K. Wrigley president besides other officers. The post of chairman of the board held by the late Mr. Wrigley was left vacant.

### Squibb Officials in South

F. H. Keeler, sales manager of the toilet goods division of E. R. Squibb & Sons, manufacturing chemists, New York was one of a group of Squibb officials who held meetings for retail druggists at the Roosevelt Hotel, New Orleans, two nights in May. Sales, new products and company policies were discussed. Other officials taking part included Ray J. Comyns, assistant to the general sales manager; W. W. Kelton, sales manager of the Southwestern states division, and A. Morgenstein and Fred Lowe of New Orleans.

### Barbara Haynes Takes Office in Empire State

Barbara Haynes, Inc., New York City, has moved its offices from 385 Fifth avenue to the Empire State Building. The attractive line of preparations of the same name are now on display at the new address.

### Brown Vice-president of Robertson Soap Co.

George L. Brown, formerly general sales manager of Stephen F. Whitman & Co., Philadelphia, has been appointed executive vice-president of the J. T. Robertson Soap Co., Syracuse, N. Y.

### Death of H. I. Koppelman

Harold I. Koppelman, founder and president of U. S. Sanitary Specialties Corp., Chicago, died April 24 of a heart ailment at his home in the Shoreland Hotel, Chicago.

Mr. Koppelman, together with his sister Lillian, organized the U. S. Sanitary Specialties Corp., about thirteen years ago. In 1928 Miss Koppelman retired from the business, but she remains a director and will now, as in the past, continue to act in an advisory capacity. Since Miss Koppelman's retirement from active participation, the business has been conducted by Mr. Koppelman, assisted by George L. Simmonds as vice-president and Harold L. Aronson, sales manager.

He spent his boyhood in Syracuse, attended Columbia University and was graduated in law. His preference, however, was for a business career and at 22 he became a salesman for the West Disinfecting Co., advancing over a period of sixteen years to an important executive position. At this period, he organized their present business.

Mr. Koppelman was an athlete and sportsman and a member of Oakridge Golf Club, New York. As a young man, he won trophies as an automobile racer, handball and tennis player. In later years he was an enthusiastic golfer and fisherman.

He leaves a widow, daughter Eleanor attending school in Paris and two sisters, Miss Lillian Koppelman and Mrs. Fannie Ginsberg of New York.



THE LATE  
H. I. KOPPELMAN

### Death of Thomas J. McHugh

Thomas J. McHugh, president of the Vadsco Sales Corp., New York and for many years one of the leading figures in the toilet preparations business died at his home in Westwood, N. J., April 26 after a brief illness. He was 52 years old.



THE LATE  
THOMAS J. MCHUGH

Mr. McHugh was born in New York City 52 years ago, and after early education in the public schools he entered the employ of the late Emil Utard, American manager for Pinaud, as an office boy. He soon became a road salesman and after a few years with Pinaud joined the sales staff of Richard Hudnut where he continued for seven years during which he became known to toilet goods buyers throughout the United States. From Hudnut he went to George Borgfeldt & Co., where, after a short time as a salesman he became sales manager a position in which he developed to excellent advantage his talents for executive sales work.

In 1926, the reorganization of V. Vivaudou, Inc., brought him an opportunity for which he was ready and he became president of that company with complete control of its management and sales policies, and in 1929, he was elected president of Vadsco Sales Corp., the holding company which took over the Vivaudou business together with the American Drug-gists Syndicate, Parfumerie Melba, Inc., Kny-Scheerer Corp., Alfred H. Smith Co., John H. Woodbury Sales Corp., and several other smaller organizations. Mr. McHugh was a director of all of these companies and president of most of them. He devoted himself wholeheartedly to the interests of this combination and under his direction, they were brought into a closely knitted whole.

He leaves a widow, his mother and a sister. Funeral services were held Friday, April 29, with a solemn requiem mass in St. Andrews' Roman Catholic Church at Westwood. Honorary pallbearers were: Jules S. Bache, banker; Edward Wise, former president of United Cigar Stores; Charles Culkin, former sheriff of New York; Mark Eisner, Alexander Levene, Samuel L. Antonow, Harry Dougherty, William Green, P. A. Post, Charles Green, Fred Kolb, David D. Lee, W. J. Wittenberg, Leopold Phillip, F. J. Kaus, Monroe W. Rothschild, P. E. Fulcher, J. M. Jaffin and R. E. Lee. Interment was made in Holy Sepulchre Cemetery, Paterson, N. J.

### Schonfeld Adds to Line

Max Schonfeld Co., Los Angeles, has advised us that several products have been added to his extensive line which is headed by "Meyers Original Bathproduct." The company was organized about four years ago and its products are now sold throughout the territory west of the Mississippi.

### Vadco Sales Elects New Officers

At the annual meeting of the stockholders of the Vadco Sales Corp., New York City, held May 17th, the following were elected to the board of directors: Samuel L. Antonow, chairman, also Jules S. Bache, Mark Eisner, Phil E. Fulcher, Emanuel Katz, Wm. S.



SAMUEL L. ANTONOW



MONROE W. ROTHSCHILD

Kies, Edmond J. Leger, Sydney A. Loeb, Jacob K. Newman, Louis J. Pelikan, Charles M. Pritzker, Monroe W. Rothschild, Daniel F. Seibert, Oscar U. Sisson, and Edward Wise. The new board will meet in a few days and it is anticipated that pursuant to the recommendation of the stockholders it will elect Monroe W. Rothschild president to succeed the late Thomas J. McHugh; Phil E. Fulcher, treasurer; and Robert E. Lee, secretary.

Mr. Antonow, who is chairman of the executive committee, is a former assistant attorney general of the State of Illinois, and an ex-president of the Chicago Retail Druggists Association and Illinois Pharmaceutical Association.

Mr. Rothschild has been vice-president of the company for the past three years. When interviewed, he stated, "It is my purpose to carry on to further success the work of our late president, Mr. T. J. McHugh and to broaden the scope of the company's operations."

### New P. & G. Plant in England

R. R. Deupree, president of the Procter & Gamble Co., Cincinnati, O., has been in England with plant and sales executives to make plans for expansion of the business in the British Isles. At the regular meeting of the Board of Directors, held May 10th, the final plans for a new plant were presented and approved, which it is reported will surpass in size the present plant at Newcastle.

Procter & Gamble owns the controlling interest in Thomas Hedley & Co., Ltd., located at Newcastle-on-Tyne. Most of the output of this company is sold in northern England and Scotland. The new plant, will be located in Manchester, which location was selected for its strategic position as a center of population and its accessibility to deep-water shipping. This will take care of distribution of P. & G. products in the London and neighboring sections, thus giving the company adequate coverage of England, Wales and Scotland.

### W. J. Bush Gets Rose Account

W. J. Bush & Co., Inc., New York, advises us that it has recently been appointed sole selling agent in the United States, and W. J. Bush & Co., Ltd., Montreal in Canada, for the Union Generale des Co-operatives Bulgares. This is a large co-operative organization and is said to have a considerable amount of influence with the Bulgarian people. For many years it has carried on its activities in Bulgaria with considerable success, and two years ago the department for the distillation of otto of rose was organized.

The Co-operatives Union operates factories in Rachmanlari, Slatina-Tekia, Karassarlii, Derelii, Yganovo, Sopot, Karlovo, Gornoomarbas, Mratchnik, Adjar, Rachmanlii, Kazanka, Tchechlari, Streltcha, Rosovo, Rajana Gornotcherkovo, Pavel, Touria, Gabarevo, Golemoselo and Kalofer. Its principal office is at 99, rue Rakovsky, Sofia, and branches for the sale of otto of rose are located at 32 Boulevard de Sebastopol, Paris, and Derflingenstrasse 27, Berlin. We are told that the work of distillation of the Co-operatives is carried on under the direct supervision of the Bulgarian government which exercises strict control over it.

The addition of this new account further rounds out the line of perfume materials which W. J. Bush & Co., Inc., is offering to the American Trade.

### Al. Rosenfeld Returns with New Lines

Al. Rosenfeld, who left early in January for France and England, to negotiate for the representation in this country of a line of perfumes and soaps has returned and has taken offices at 724 Fifth avenue, New York City, under the name of Al. Rosenfeld, Inc. The new company will handle the exclusive agency for Vigny, which consists of perfumes, "Golliwogg,"



AL. ROSENFELD

"Chick Chick" and "Jame-rose," dusting powder, talcum, face powder, and a sachet. Another French line which Mr. Rosenfeld will represent is Myon, consisting of a line of exclusive perfumes. The Vilroy series of soaps is another as well as "Foretol," a pine for the bath.

While in London he made arrangements to present the "Piccadilly-London" line of bath products. These have never before been presented to this market.

Mr. Rosenfeld, before entering upon this new venture, was vice-president and general manager in charge of American business for Les Parfums de Molyneux with which concern he had been associated since its inception in this country. He has also been with Caron and has spent considerable time in France. Consequently he is well acquainted with the American market and well known to the trade which augurs well for the success of these attractive lines.



### Godefroy Company's Golden Jubilee

A celebration of the fiftieth anniversary of the founding of the Godefroy Manufacturing Co., St. Louis, was held in that city April 10 with a large number of former employees of the company present as well as the son of the founder of the business, now its active head. The company was organized in 1882 by A. F. Godefroy and under his energetic direction progressed rapidly and expanded to Europe and Mexico during the early years of its existence. His policies have been followed by his sons who now control the international business and have resulted in continuing success.

An interesting feature of the celebration was a brief address to the gathering by the founder of the company, speaking over the trans-Atlantic telephone from Paris. M. Marcel, inventor of the Marcel waving system also spoke, from Paris, extending his greetings to the organization. His address was especially interesting in that it was made on the same day that he had received the cross of Chevalier of the Legion of Honor from the French government. Long distance connection was also established with the company's branch in Mexico. A number of prominent personalities in the beauty industry were present and made brief talks of congratulation and good wishes.

The elder Godefroy is responsible for a number of important inventions which have advanced the cause of scientific hair dressing and beauty culture, among them the electric curling iron, the shampoo shield and the hot blast hair dryer.

The entire affair was a most enjoyable and impressive demonstration of the high esteem in which the trade and the employees of the Godefroy organization both past and present, hold both the founder and the present head of the company.

The accompanying photograph shows the guests assembled for the dinner with C. W. Godefroy, present head of the company seated directly under the crossed flags of the United States and France.

### Ogilvie Sisters Active in Canada

Miss Clara Ogilvie, one of the famous seven sisters of Ogilvie Sisters, New York City, has been spending ten days to two weeks in Toronto where she has been superintending the manufacture of their products for Canadian distribution. While there, she of course

visited the T. Eaton store where their treatments are handled exclusively.

Considerable promotion work has been instigated in Canada within the past year and with considerable success, Miss Clara advises us. They now have two representatives covering the Eastern section of Canada and Miss Corbett, who has been with the Ogilvie Sisters for many years has just left Chicago to cover the Central and Western



MISS CLARA OGILVIE

section. She will go as far West as Calgary and the Coast.

### Pharmacy College Commencement Plans

Contrary to the custom of previous years the Commencement exercises of the College of Pharmacy of the City of New York, Columbia University, will be held this year at the McMillan Academic Theatre, 116th street and Broadway, New York, on Thursday evening, May 26th, 1932. Dr. W. Bruce Philip, president-elect of the American Pharmaceutical Association, will deliver the address to the graduates. Friends of the graduates and the college as well as others interested in these exercises will please note the place and the time in order to avoid confusion.



### Gene Cole Moves Offices

Gene Cole, Minneapolis, cosmetics, is now located at a new address, 910 Marquette avenue. This line is based on the system of treatments instituted by Miss Cole for her beauty shop trade.

### Hewitt Brothers Enlarge Plant

Hewitt Brothers Soap Co., Dayton, Ohio, has purchased the plant and grounds of the Joyce Cridland Co. which adjoins its plant in that city, according to an announcement just made by James M. Hewitt, president and treasurer. Acquisition of this property was made necessary by the steadily expanding business of the soap company.

The new property consists of a main building of four stories and several one-story buildings covering approximately four acres and with about 60,000 feet of floor space. Considerable ground for further expansion is included in the purchase and plans are being made to erect another building in the space now existing between the old plant and the new one. The company expects to take possession of its newly acquired facilities within the next two or three months, depending upon the ability of the Joyce Cridland Co. to secure new quarters.

For some time Hewitt Brothers Soap Co. has been using several warehouses in addition to its own main building which has been far from convenient. With the new plant at its command the company will have much larger space for operations and at the same time will be able to concentrate all of its activities within a convenient area.

Mr. Hewitt advises that plans are under way for the formation of a separate company to handle the real estate and a transportation company to take over its tank cars and long distance hauling operations and supervise the company's fleet of twenty tank cars.

Hewitt Brothers Soap Co. has been enjoying an unusually prosperous period during the last year and a half in which time its personnel has been more than doubled. Its output of soap in 1931 doubled that of 1930, and the present year has thus far shown a material increase over that of 1931.

Associated with Mr. Hewitt as vice-president is Martin F. Schultes, who has charge of Eastern sales and has been responsible for a large share of the company's business expansion. Samuel L. Finn is secretary, and R. F. Dinwiddie, assistant treasurer. Manufacturing operations are under the direction of I. G. Renner, plant manager.

### Willats Sails for Europe

H. P. Willats, president of Colonial Dames, Ltd., Los Angeles, accompanied by his wife, left New York March 18 aboard the *Paris* for an extended European trip. His itinerary includes Rome, Vienna, Berlin, Paris, London and other important European cities.



H. P. WILLATS

Business will be combined with pleasure, as he expects to contact a number of perfumers as well as manufacturers of novel glassware and cosmetic containers.

Mr. Willats is an enthusiastic amateur photographer and is taking with him several thousand feet of motion picture film, and plans to bring back technicolor pictures of the famed flower fields of France.

His company has been successful recently in materially expanding its distribution and its products are meeting with great success, especially in the West.

### Nunes Wins Epee Championship

Leon Nunes of the Leghorn Trading Co., New York City, repeated former triumphs recently when under the colors of the New York Athletic Club he again captured the National Championship at fencing with the epee. Mr. Nunes was also a finalist in the sabre championship, the only fencer who qualified with more than a single weapon. Being of Italian birth, he is not eligible for the American Olympic team but has been made an honorary member of the team which will compete at Los Angeles this summer.

### Procter & Gamble Pay Profit-Sharing Dividends

Recently dividends in cash totaling \$18,351.06 were distributed among 253 employees of the Procter & Gamble Co.'s plant at Port Ivory, S. I. This amount represents the quarterly dividend for the quarter ending December 31, 1931.

According to officials of the plant, 1,159 of the 1,301 employees at the Procter & Gamble Co. are members of the profit-sharing plan.

The company for the six months ended December 31, 1931 reports a net profit after all reserves and charges for depreciation and taxes of \$9,299,156.



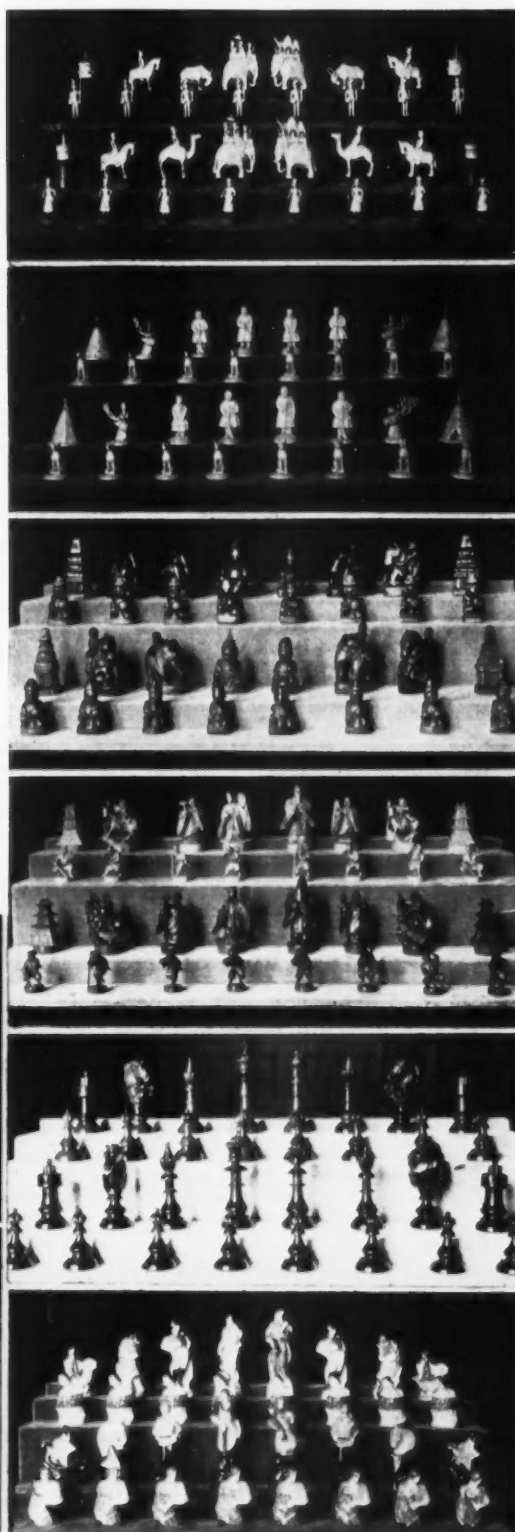
## Pfeiffer Chess Collection on Display

G. A. Pfeiffer, who in addition to the presidency of Richard Hudnut, New York and other extensive business interests is a chess enthusiast and vice-president of the Marshall Chess Club of New York, has made a hobby of collecting interesting, unusual and historic chess sets, many of which are of great value. In conjunction with Donald M. Liddell, he arranged for an exhibition of these sets and others owned by Mr. Liddell in the Hudnut Salon Building at 693 Fifth Avenue, New York, and the sets have been on display there for the last two weeks.

The catalog of the intriguing display lists no less than 19 sets of various types for playing the "Royal Game." Among the most interesting of these are a Javanese set formerly owned by Chief Djokja Karta of that Island, an early American set in which the head of the king is an acorn to avoid using the crown, and a set from Lapland carved from seal bones with the kings, queens and bishops in native dress and the pawns in the form of Eskimo dogs.

Another very interesting set from the historic standpoint is a utility set which formerly belonged to Napoleon I or his staff and with which Napoleon played while in the field. Still another represents the Battle of Waterloo, the kings being carved to represent Napoleon and Wellington and the queens La France and Britannia. We illustrate several from this unusual exhibition which is well worth the time of any chess enthusiast.

The sets illustrated herewith are: below, Eskimo chessmen carved from walrus tusks and a porcelain aquatic set, designed by Prof. Max Esser; right, reading downward, East Indian ivory chessmen, Lapland set, made from seal bones, Indian ivory chessmen, Japanese ivory chessmen, amber chessmen, and a Soviet Russian porcelain set.



## Ed Young's Fiftieth Anniversary

Fifty years ago on May 8, a young man entered the employ of Thurston & Braidich, vanilla bean and gum importers of New York. At that time the firm was located in modest quarters at 130-132 William street, but it had already built up an enviable reputation for fair dealing and an excellent business in its specialties, for which it had a successful background of more than thirty years. It was only seven years later that J. Edward Young, Jr., was made a partner after working through various departments of the business and showing splendid adaptability. Mr. Young, who celebrates his fiftieth anniversary this month, is now senior partner of the firm.



©B&S

J. EDWARD YOUNG, JR.

The company was organized in 1856 as Haskell, Merrick & Bull. Ten years later Messrs. Haskell and Bull retired and Mr. Merrick continued the business under the name T. B. Merrick & Co. The late William R. Thurston entered the firm in 1876, and the late A. F. Braidich in 1880, and upon Mr. Merrick's retirement in 1884 the firm style was changed to that which the house now bears. The late James G. Shaw entered the employ of the firm in 1872 and became a partner in 1879. Three years later Mr. Young joined the house and was made a partner in 1890. The same year Charles R. Rosevear entered the employ of the company. Mr. Braidich died in 1902, and in 1905 Mr. Rosevear became a partner. Upon the death of Mr. Shaw in December, 1920, Mr. Young and Mr. Rosevear formed a new partnership under the old name Thurston & Braidich, which still continues.

Under the stimulus of Mr. Young's enthusiasm and energy, the house made rapid progress and in 1915 moved into its own building at 27 Cliff street, where it remained sixteen years, only recently changing to a more convenient location on Vandam street.

As an expert on vanilla beans and their markets, Mr. Young has few peers. For years he has made periodic trips to centers of vanilla production and to the important Marseilles market as well as visits to the consuming trades in this country. He has long been active in association work, particularly in the Flavoring Extract Manufacturing Association, at whose annual conventions he has been a welcome figure since the association was organized. His sage counsel and genial personality have made him an asset to both the business and entertainment features of these annual gatherings.

As recreation and hobby, he is an ardent fisherman and duck hunter, and each year visits his estate at Mallorytown, Ont., on the St. Lawrence, to indulge in his favorite sports. Cordial, friendly, generous and helpful, we extend to him on his golden business anniversary our best wishes for as many more happy and useful years as he may desire; wishes in which his many friends throughout the trade will join.

## Brodrick in New Offices

L. H. Brodrick, manufacturers' representative, New York, is now located in his attractive new quarters at 500 Fifth avenue. A material increase in space together with improved facilities for the comfort of the office staff and for visitors feature the suite. Conservatively handsome decorations and excellent display facilities for the lines which he represents as well as special facilities for the entertainment of his many customers and friends in the trade make the new offices unusually attractive and comfortable. Mr. Brodrick represents W. C. Ritchie & Co., Chicago; in the Metropolitan territory.

## Fulkerson Cosmetic Selects Location

The Fulkerson Cosmetic Co., Kansas City, Mo., has leased space in the building located at 3820 Broadway for its offices. This company was recently formed by V. L. Fulkerson and will manufacture a complete line of cosmetics.

## Chiris Officials Highly Honored

We are pleased to congratulate this month two trusted associates of Etablissements Antoine Chiris, Paris and Grasse, on their elections to honorary positions of considerable importance. Victor Robert who is in charge of the Chiris branch office in Marseilles has been made a Chevalier of the Legion of Honor. He is the son of J. Robert who for many years was director of the Chiris plant in Grasse. Joseph Maunier, director of sales at the Paris office of the company, has been named a Councillor of Foreign Commerce of France. Mr. Maunier was formerly manager of S. A. Materie Aromatique of Milan. Both have been connected with the house of Chiris for some time and their conscientious work and splendid abilities have



VICTOR ROBERT



JOSEPH MAUNIER

earned them new distinctions which reflect honor, not only on themselves but on the entire Chiris organization as well.

Another honor to the house of Chiris is the recent election of L. S. Glichitch, technical director of the company as an officer of the Academy. This honor was paid him for his long and valued services in post-graduate teaching at Grasse in which he has been engaged for many years.



### Beauty Culture on the Stage

Actors and actresses who are to appear in "Faces," the new comedy of beauty culture shortly to be produced at the Comedy Theater, London, have been paying special visits to one of the well-known Bond street beauty parlors to get the local color right for the production. The director and scenery designers have also visited the beauty parlor.

The scene of the play opens in a very up-to-date beauty establishment, and an affair (an innocent one) that one of the girl attendants is having with the husband of a customer supplies the main thread.

Beauty culture has in the past proved a successful theme for a comedy and it is becoming more frequently used by shrewd dramatists. "Skin Deep," one of the best having beauty as its subject, was an outstanding London success a couple of years ago.

### Stummer in New Quarters

The offices and laboratories of Joseph L. Stummer, consultant on cosmetic problems, are now located in more convenient quarters at 23 East 20th street, New York. Mr. Stummer has taken additional space at the new address and the arrangement of his laboratories has been made with a view to increasing the efficiency of his service. The new telephone number is ALgonquin 4-9895.

### Congratulating Mr. and Mrs. Niles

Mr. and Mrs. M. J. Niles, Columbus, Ohio, are receiving congratulations on the birth of a daughter, Diane, on April 23. Mr. Niles is connected with the Columbus office of Fritzsche Brothers, Inc., New York.

### Bauer Returns from Abroad

Frank Bauer, president of Pfaltz & Bauer, New York City, returned on the *Bremen* April 11 from a four weeks' business trip abroad, which took him to France, Belgium, Holland, Germany, Austria, Switzerland and England.

While abroad he spent much time in conference with the principals his firm has represented in the United States for thirty-five years. In order to expedite his trip, Mr. Bauer flew from Paris to Germany and made his various trips in the central empires by airplane.

He had an excellent opportunity to observe business conditions; and he reports that Europe looks to the United States to remedy the depression; and that the feeling is widespread that relief will only come from the United States. "Europe is not in a bottomless pit. It will come out all right with the assistance of the United States; and there is a definite sentiment that the removal of tariff barriers is an essential step in the revival of world trade. "Perhaps," added Mr. Bauer, "this could best be achieved by an independent tariff commission in co-operation with European countries. Recommendations of such a commission to congress might be productive of far-reaching results." The opinion in Europe, he also stated, is that the United States as well as other countries would in time get off the gold standard.

### Withrow Plans California Plant

William G. Withrow Co., Grand Rapids, expects to open a new plant in Los Angeles about June 1. The company which manufactures pharmaceutical specialties has found its growing Western business of sufficient importance to warrant this expansion step.

### Lallement Returns from France

Marcel Lallement, president of the Nancy Crystal Co., Inc., New York City, returned on the *Berengaria* April 28 from a business trip to France.



MARCEL LALLEMENT

His time was divided between the factory at Nancy and Paris, where he devoted considerable attention to a study of the trend in fashion in bottles and boxes.

He reported that his principals, Cristalleries de Nancy, have perfected a new process for enameling glassware. Generally, he reports business is slightly better in France and he anticipates a general

improvement in conditions there and in the United States.

### Fairman in New Business

Leroy Fairman, for several years one of the contributing editors of *THE AMERICAN PERFUMER*, LeRoy C. Harford and Arthur F. Wiener, have formed a new merchandising and advertising company, with offices at 46 West 40th street, New York City. The name of the new concern is International Art & Advertising Service, and it will specialize in window displays, counter displays, packaging, posters, books and booklets and direct mail advertising. It is in main a revival of the International Art Service, of which Mr. Wiener was president and with which Mr. Fairman was associated before the war, and which achieved national recognition as one of the foremost creators of posters, car cards and other color work. Mr. Harford is well known in the printing and lithography trades through his former connection with Munro & Harford and other leading color printers.

### Correcting General Drug's Advertisement

General Drug Co., New York, has asked us to correct the wrong impression given in the advertisement of Agfa aromatic chemicals which appeared in our April issue. Under the heading "Cuminic Body" in that advertisement, the product was described as "A crystalline chemical soluble in cassie, violet and fancy bouquets." This should have read "A crystalline chemical suitable for cassie, violet and fancy bouquets."

### Vles Back from Trip

Erik Vles, treasurer of Polak's Frutal Works, Inc., New York City, has returned from a three weeks' business trip through Pennsylvania, and John ter Veer, secretary, is now on a business trip in Canada.

### Synfleur's Interesting Technical Booklet

A very interesting booklet containing a technical description and discussion of perfume raw materials and chemical bases, and their uses, has recently been issued by the Synfleur Scientific Laboratories, Monticello, N. Y. This booklet consists of a new edition of the important chapter on these materials prepared by the late Dr. Alois von Isakovics for Rogeis' "Manual of Industrial Chemistry." It has been carefully rewritten and brought up to date by Alois von Isakovics, son of the founder of the company who is now in charge of technical work at the plant in Monticello.

Bound in the same booklet with this chapter is included a price list of the numerous specialties manufactured by Synfleur. These include aromatic chemicals and compounds for the manufacture of perfumes and for use in soap, toilet preparations and flavors. A review will appear in our next issue.

Synfleur Scientific Laboratories was founded in New York City by the late Dr. von Isakovics in 1888, and was moved to its present location in Monticello in 1904. Mrs. von Isakovics assisted the founder in de-



LUIS DE HOYOS



ALOIS VON ISAKOVICS

veloping the business and upon his death assumed its management. Her experience and familiarity with its peculiar problems admirably fitted her to carry on the work of the founder. She is president and treasurer of the corporation. Alois von Isakovics is vice-president, and Luis de Hoyos, son-in-law of the founder, is secretary. Mr. de Hoyos is in charge of sales and has been successful in broadening the distribution of the company's products throughout the United States and in many foreign countries.

### Coty Forms British Branch

An interesting development arising directly out of the change in British tariff policy is the registration by the firm of Coty, Ltd., of an English company to manufacture Coty products in the United Kingdom. The company was registered in London at the end of March with a nominal capital of £50,000. Work on the erection of a factory is to be started very shortly on a site near Isleworth. Employment will be found for about 300 people. While the basic essences for the products will be brought from France, it is intended that other raw materials and bottles shall if practicable be obtained in Britain.

### Goby Sails for Home

François Goby, director of Tombarel Frères, Grasse, France, sailed on the *Paris*, May 13, after a visit of about a month with the American representatives, Albert Verley, Inc., Chicago and New York. Mr. Goby spent most of his time visiting the trade throughout the country and also met many of his American friends at the A.M.T.A. convention which he considered a splendid get-together meeting.

His observations on conditions in the American toilet preparations industry are extremely interesting. Mr. Goby is optimistic regarding business in perfume raw materials, stating that the quantity of goods sold seemed to him to be almost as great as ever, and capable of almost unlimited expansion. He believes that the present low prices of raw materials will result in material improvement in the quality of toilet goods since manufacturers will be able to use better materials and in more liberal quantities than was the case during the period of higher prices.

A strong believer in co-operative efforts, he expressed the hope that raw material houses would do everything possible under American laws to keep prices from declining to ruinous levels. He pointed out that continued decline in essential oils and floral products harmed not only the sellers but also the buyers by bringing about a lack of confidence in the future of the market and the stability of the industry. Mr. Goby believes that a concerted movement to hold quotations to levels at least equal to production costs will greatly assist the buyers as well as the sellers of raw materials, and would lead to a rapid improvement in business conditions in this country.

### Innis, Speiden Closed Saturdays

Innis, Speiden & Co., New York, has advised us that until further notice its offices will be closed all day Saturday. The company urges its many friends and customers to anticipate their week-end requirements as far as possible so that delays in receipt of goods may be avoided.

### Toilet Accessories New Office

Toilet Accessories, Inc., has opened an office at 10 West 33rd street, New York City. B. H. Marks is president of the company, Carl Schachnow, vice-president and Jack Shein secretary and treasurer.

### French Corporation Dissolved

Corporation Amor Skin, 42 rue Alexandre Dumas, Paris, has been dissolved. The company was capitalized at 100,000 francs. Messrs. Halm and Picard have acted as liquidators.

### New Wisconsin Soap Company

Articles of incorporation have been filed by the Olo Soap Co. of Beaver Dam, Wis. The concern has been capitalized for \$50,000, and will manufacture soap products. Incorporators are A. C. Klatt, R. J. Klatt and Otto Klatt.

### Rubinstein Reports 1931 Profits

Helena Rubinstein, Inc., New York City, and subsidiaries report for the year ended December 31, 1931, a net profit after depreciation, amortization, federal taxes and other charges, but before unrealized foreign exchange losses, \$415,961, equal after preference dividends, to 26 cents a share on 294,492 common shares, compared with \$554,465, or 67 cents a common share, in 1930.

### Johnson Starts Cosmetic Line

The Johnson Co., Oakland, Calif., has installed equipment at 585 12th street, for the manufacture of a general line of cosmetics which are sold to dealers throughout the state of California under the trade name of "Arless Gaylord."

### Oyama in New Quarters

Oyama Cosmetic Co. has advised us that they have moved their offices from Sacramento to 110 North State street, Los Angeles, Calif.

### François Coty to Head American Organization

At the recent meeting of Coty, Inc., New York City, for which Roland Coty, son of François Coty, made a flying trip from France to attend, François Coty was elected president of the American organization, Coty, Inc. Mr. Coty is also chairman of the board of directors. Alphée Dubois and John J. Rudolph have been elected directors.

### Katz Heads Florasynth Branch

Dr. Alexander Katz is now in charge of the San Francisco branch of the Florasynth Laboratories, Inc., New York, and is working in close co-operation with Walter T. Markillie, who for some years has been the Florasynth representative in the Pacific coast territory. Under Dr. Katz's able and energetic direction the company advises us that its sales in that territory have been greatly stimulated. Leonard Katz is assisting his father in the direction of this important branch office.

The accompanying photographs consist of views taken in the San Francisco branch. The one at the left shows the interior of the office with Mr. Markillie and Dr. Katz, foreground, seated at the desk and Leonard Katz standing. The center is a portion of the stockroom, and the picture on the right shows the analytical and research laboratory which the company maintains especially for Pacific coast customers.

### Ferdinand Graf at Hudnut Salon

At a tea and exhibition held the latter part of April at the Richard Hudnut salon, New York City, Richard Hudnut introduced Ferdinand Graf, well known hairdresser, who on May 1st officially opened the "Salon de Coiffure" as a complement to the beauty salon.

Mr Graf came to this country in 1921 from Vienna where he had been apprenticed and practised his art. For three years he styled hair at the Spa, White Sulphur Springs, Spring Lake, Saratoga Springs and Miami Beach. In 1924 he became hair stylist for Famous Players, now Paramount-Publix, where he remained until this Spring.

Among the varied styles of coiffures were models depicting the long bob, the growing short bob, the formal hairdress, the windblown, the sub-deb, and others; each distinctly a type and yet decidedly individual in treatment to bring out the best facial characteristics. Hudnut is to be congratulated upon its good fortune in securing Mr. Graf for its "Salon de Coiffure."

### Bahr Wins Nehi Award

George Bahr, New Orleans "Nehi" service man, was awarded a Certificate of Honor and a gold signet ring for having made the "Nehi" All-American team for 1931 at a banquet of local workers for Nehi, Inc., held at Arnaud's Restaurant recently. T. H. Stanley, district manager, made the presentation.

### Dr. Weed Returns from Trip

Dr. Alfred Weed, entomologist, John Powell & Co., Inc., New York, has just returned from a trip through Florida and Georgia where he visited several government experimental stations in the interest of conducting some research work on pyrethrum.

### Lighthouse Opens New Factory

Lighthouse Manufacturers, makers of hand soap and household cleaners, has opened a factory at 907 Sixth avenue, Des Moines, Iowa. The factory under the management of Charles Kegley, is co-operating with the Des Moines Drug Co.

### Aladdin Adds New Equipment

The Aladdin Cosmetic Co., of Minneapolis, is advancing quite moderately, having recently added extra equipment to its plant, John W. Smith, manager, reported.



### Cleveland House Broadcasts Baseball

The Weideman Co., Cleveland, maker of flavoring extracts under the "Euclid" label, is sponsoring the broadcasting of all the baseball games played in by the Cleveland "Indians," American League team. The Cleveland games will be broadcast directly from League Park, while the broadcasts of out-of-town games will be from the studios of WHK Cleveland radio station, and will be based on telegraphed reports of the games.

### Remodel Katz & Besthoff Store

The large Katz & Besthoff, Ltd., chain drug store at 8040 Oak street, New Orleans, is undergoing extensive remodeling.

### Miller Now Distributing Soap

The Miller Co., Youngstown, Ohio has begun the distribution of its own inexpensive brand of soap.

### Lyons Opposes Sales Tax

T. H. Lyons, vice-president and general sales manager of I. L. Lyons & Co., Ltd., New Orleans drug wholesalers, is general chairman of the newly-formed state-wide organization of Louisiana merchants organized to oppose the ratification of any sales tax bill at the present session of the Louisiana state legislature, which opened early in May.

### New Address for Midway

Midway Chemical Co., Chicago, Ill., formerly located at 3650 Jasper street, recently moved to 5235 W. 65th street.

### Gene Pierre's New Address

Gene Pierre, Inc., Los Angeles, Calif., recently moved to new quarters at 5918 S. Western avenue from their former address, 1602 Temple street.

### New Laboratory for Merck

We are able to present this month an architect's sketch of the new research laboratory now being erected for Merck & Co., at its plant at Rahway, N. J.

The building will be a Colonial type, brick structure, with a central section 40 ft. by 80 ft., of two stories and basement. On each end of this central section will be two one-story wings, 50 ft. by 100 ft. The wings will be connected with the central section by two one-story units, 10 ft. by 38 ft.

The south wing will be devoted to carrying on pure or fundamental research, for which three laboratories will be provided. Another laboratory will be fitted for bio-chemical research, and there will be an adjoining incubator room containing a sterilizer, incubator, and other necessary equipment. In a pharmacological laboratory the physiological action of various chemicals will be investigated. Adjoining each of the laboratories will be offices for the chemists and pharmacologists in this section. There will also be a laboratory for micro-analysis, a micro-balance room, an ordinary balance room and an ice-room.

The north wing will contain a large chemical laboratory, 50 ft. by 50 ft., suitable for twelve chemists carrying on applied research and development work. In this wing provision will also be made for carrying on studies on small scale plant operations—the step between research laboratory and factory.

The central section will contain on the first floor the offices and private laboratories of the research directors. In addition, there will be an optical and a physical laboratory; and a laboratory in which research will be carried out on the containers used for various chemicals. Here also will be located the library, which will be an outstanding feature of the building. The ceiling runs up into the peak of the roof, giving full height for the stacks for books, which will also be carried into the attic spaces made available for this purpose. The arrangement of the library will provide for work tables and complete files of technical literature from all over the world. The work of the librarian and abstracters will be carried on in adjacent locations. The Patent Department offices will also be located on the second floor. The basement of this section will contain a constant temperature and humidity room, a dark room, a combustion analysis laboratory, a glass-blowing room, and a carpenter shop. Provision has been made also for a chemical and glass-ware storeroom, a machine room and a battery room as well as other features.

Merck & Co., Inc.'s decision to carry out such an ambitious plan at this time adds another to the growing list of American chemical companies that have determined not to allow the period of depression to diminish their activities in research and technical endeavor.

It is interesting to observe the manner in which the forward-looking companies are meeting the present situation, as contrasted with the all too prevalent attitude during 1921, which in particular affected chemical companies adversely and led many to discontinue research staffs and abandon all development work. Dr. Hugh Taylor, head of the Chemical Department at Princeton University, recently took occasion to point out that the continued pursuit of scientific investigation by industrial concerns is one of the most encouraging signs in these times.





## Chicago Trade Notes

### Perfumers' Spring Bowling Tournament

The Chicago Perfumery Soap & Extract Association held its Spring bowling tournament at the Elks Club on the evening of April 27th. The attendance was somewhat smaller than in previous years due to the inclemency of the weather, but over twenty members braved an April thunderstorm to join in the games. The association donated a cash purse to be divided among the lucky winners and the following members lined up before the pay-off window at the finish:—First, Harry Spohr, A. C. Drury & Co., 554-48-506; Second, Alvin M. Burgh, Eunice Laboratories 521-21-500; Third, Joseph DeLorme, Riviera Products Co., 511-138-373; Fourth, H. D. Crooke, Honorary Member, 484-75-409.

Paul Pettit of the Lady Grey Co. is chairman of the bowling committee this season and announces that a very interesting bowling schedule will be arranged for the winter months and will include several novelty tournaments.

### Chemical Association's Spring Dance

The Chicago Drug & Chemical Association held its second annual Spring dinner dance and ladies night at the Medinah Athletic Club on Thursday evening, April 28. Following the established custom the association again played host to their members with all expenses charged to the treasury. The special dance committee consisted of Floyd K. Thayer, as chairman, assisted by Walter A. Kochs, Arnold G. Schneider and Frank L. McCartney and these four gentlemen are certainly past masters in the art of arranging unique entertainment. The music was furnished by the Kassel's in the Air Orchestra known to all radio listeners. The feature program consisted of Wade Booth assisted by Miss Mildred Davis who acted as master of ceremonies and introduced:—Miss Ruth Pryor, Miss Bobby Cook, Rose and Ray Lite, Gypsy Rhoumate, Abbott Dancers, and The Abbottiers.

During intermissions the members were entertained by popular songs by The Chicagoettes Quartet.

As an added attraction, the ladies were treated to the thrills of a keno contest which was staged by professional keno operators especially secured for the occasion. Elaborate prizes such as dinner sets, leather traveling kits, glassware and silverware were awarded to the following winners:—Mrs. F. K. Thayer, Mrs. Euclid Snow, Mrs. Joseph Gauer, and Mrs. A. C. Stephan. In addition each lady received a very pretty bridge set of two decks of cards fitted in a leather carrying case. During the evening Wm. O'Neil, president elect, presented a beautifully engraved Hamilton watch to O. H. Raschke, the retiring president.

### Golf Plans for Summer

The members of the Chicago Perfumery Soap & Extract Association and the Chicago Drug & Chemical Association have formed a golf auxiliary and will consolidate their golf activities. Each association elected its own chairman with H. Elwell acting for the perfumers and A. C. Drury for the chemical division.

All fees received from members joining the auxiliary are used towards purchasing prizes for the various tournaments and in addition, each association donates \$100.00, which will mean plenty of prizes at each of the five tournaments to be played during the summer months. The first game will be played at the Bunker Hill Country Club. The dates for the various tournaments will be announced later by A. C. Drury who has had uncanny luck for the past three years, in selecting bright, sunshiny days, without even a trace of rain. Here's hoping his good luck continues.

### Simmonds Heads Sanitary Specialties

Following the death of H. I. Koppelman, George L. Simmonds has been elected president of the U. S. Sanitary Specialties Co., Chicago. Mr. Simmonds has been with the company for eight years and has recently acted as vice-president. During his first years with

the company he greatly expanded the jobbing department, traveled extensively, and made connections throughout the United States, Canada and Mexico.

Upon the retirement of Miss Lillian Koppelman, Mr. Simmonds assumed her executive duties. He is well known to the trade and well fitted by experience and training for his new duties.



GEORGE L. SIMMONDS

Harold L. Aronson, sales manager almost since the inception of the business, assumes the vice-presidency left vacant by Mr. Simmonds. His record shows him to be an exceptionally able sales executive and he is in a large measure responsible for the rapid progress made in consumers' sales.

### Murine Company Buys Site

The Murine Co. purchased the property located at the southeast corner of Berteau and East Ravenswood avenue, and plans are under consideration for the construction of a new plant to contain about 25,000 square feet. The firm now occupies quarters at 9 East Ohio street, under a lease which will expire during 1933.

### Schutte Has Greeff Account

Wm. H. Schutte Co., Inc., has increased its selling connections with the addition of the account of R. W. Greeff & Co., New York. A complete line of industrial and pharmaceutical chemicals, solvents and specialties will be handled.

### Franco American Hygienic Moves

The Franco American Hygienic Co. have moved their offices and factory to larger quarters at 1730 South Michigan avenue where they will occupy two entire floors. They will maintain their old telephone number Calumet 4926.

## In Memoriam for Departed Friends

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

BAUER, GUSTAV T., vice-president and treasurer of Bauer & Black, Chicago, May, 1927.

BRADLEY, DANIEL RICHARDS, founder of D. R. Bradley & Son, New York, at Pleasantville, N. Y., May, 1930.

CARRELL, HORACE G., general manager, Solvay Sales Corp., New York, May, 1928.

FITZPATRICK, JOHN A., president of Fitzpatrick Bros., Inc., soap manufacturers, Chicago, Ill., May, 1922.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

GOODRICH, JOEL E., president of the Goodrich Drug Co., Omaha, Nebraska, May, 1924.

KIMBALL, HERMAN N., president Kimball Bros. & Co., Enosburg Falls, Vt., May, 1926.

KIRCHBERG, JOHN C., retired soap manufacturer of New Orleans, May, 1927.

LEVY, BENJAMIN, founder of the Ben Levy Co., Boston, at Paris, May, 1929.

LOWREY, WM. M., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

LYON, WHITNEY, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May, 1929.

MORSE, JAMES F., senior partner of James F. Morse & Co., soap manufacturers, Boston, Mass., May, 1925.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, May, 1920.

SCHWARZ, LEOPOLD, founder and proprietor of Polak & Schwarz, Zaandam, Holland, May, 1920.

SWINDELL, J. ROGERS, of Swindell Bros., Baltimore, May, 1929.

UNGERER, MRS. LYDIA A., widow of the late W. P. Ungerer and mother of the late W. G. Ungerer and F. H. Ungerer, president of Ungerer & Co., New York, May, 1923.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, Ohio, former vice-president American Manufacturers of Toilet Articles and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

### Mrs. Robert Buedingen

We record with deep regret the death on May 9 of Mrs. Robert Buedingen at her home in Rochester, N. Y. Funeral services were held on May 12 and burial was at Mt. Hope Cemetery. She leaves her husband, an official of William Buedingen & Sons, and two sisters.

### Romaine Pierson

Romaine Pierson, widely known as publisher of drug trade papers, died suddenly, April 27, at the age of 63. Mr. Pierson was a graduate pharmacist, but for 35 years had devoted his time to the publishing business, recently as publisher of *The Practical Druggist* and *The Medical Times*. He leaves a widow, formerly Caroline Robinson of Detroit.

## Circulars, Price Lists, Etc.

**STATEMENTS** regarding products, processes, etc., which appear under this heading are those of the manufacturers of the products or equipment described and should not be construed as an endorsement.

**Phoenix-Hermetic Co., Chicago.**—*New Schedule of "Phoenix Flame."*—The *Phoenix Flame*, house magazine of The Phoenix-Hermetic Co., goes on a new schedule with the issue of June, 1932. Heretofore date of publication has been the twentieth of the month, current. Hereafter, it will be placed in the mail on the nineteenth of the month, preceding. The *Phoenix Flame* still maintains its original purpose . . . that of presenting original material in an original manner. If you are a user of glass packages and metal caps, it serves as an interesting and informative supplement to your regular technical and sales reading.

\* \* \* \*

**Anchor Cap & Closure Corp., Long Island City, N. Y.** "50,000,000 Advertising Circulation Free."—This very interesting folder calls attention to the tremendous advertising opportunity open to manufacturers of toilet preparations, food products and the like through the display of their products in suitable containers in windows, counters, show cases, etc., and urges manufacturers to take fullest advantage of this opportunity for "50,000,000 advertising circulation free."

\* \* \* \*

**Fritzsche Brothers, Inc., New York.**—*Regular monthly price list for May.*—Two additional features are enclosed with the familiar monthly price list of this important house. The first is a notice that the principal office of the company in New York will be closed all day Saturday during the months of July and August. Branch offices, however, will be open as usual. The other is a special circular on "Fritzbro" lemon concentrate and "Fritzbro" orange concentrate.

\* \* \* \*

**Giles Can Co., Chicago, Ill.**—*The Candle.*—The April issue of this house organ devotes considerable of its space to the coming World Fair exposition to be held in Chicago. The usual space is given to wit and humor of the better type. An interesting story commenting on the common fault in most advertising is another feature.

\* \* \* \*

**Ungerer & Co., New York City.**—*May-June Catalog and Price List.*—This carries a complete listing including new products of its leading principals, M. Naef & Co., Geneva, synthetic aromatic chemicals; Charbot & Co., Grasse, natural floral oils; Stafford Allen & Sons, Ltd., London, English essential oils, and others. The list also includes all the essential oils, flavoring and compound materials sold under the Ungerer label.

\* \* \* \*

**Seavill Manufacturing Co., Waterbury, Conn.**—*The Seavill Standard.*—The March-April issue of this interesting booklet leads with a timely article on "Some Seldom Seen Facts About Washington." The rest of

the issue is devoted to interesting stores tying up the story with the company's products and service.

\* \* \* \*

**National Wholesale Druggists' Association.**—*Proceedings of 57th Annual Meeting.*—This book of 405 pages presents a stenographic report of the proceedings of the annual meeting of the N.W.D.A. held October 19 to 22, 1931, at Atlantic City. It also lists the active and associate members, officers, constitution and by-laws of the Association.

\* \* \* \*

**F. J. Stokes Machine Co., Philadelphia.**—*"Tablet Making Machinery."*—This interesting folder illustrates and describes no less than eighteen machines, specially designed by the company for tablet making operations. Copies may be had upon application to the company, or its representatives.

\* \* \* \*

**General Drug Co., New York.**—*Wholesale Price List.*—This list consists of prices on aromatic chemicals sold under the trade name "Agfa" together with a large number of aromatic specialties suitable for immediate use in perfumes, soaps and other toilet preparations. A blotter sample of "Phylloflor" is enclosed.

\* \* \* \*

**Neumann-Buslee & Wolfe, Inc., Chicago.**—*Price List.*—Regular monthly price list has been issued by the company covering essential oils and specialties for the perfumery, soap and extract industries.

\* \* \* \*

**Magnus, Mabee & Reynard, Inc., New York City.**—*Catalogue March-April, 1932.*—This is the company's regular price list on essential oils, aromatic chemicals and specialties for the drug, perfume and flavor industries.

\* \* \* \*

**Innis, Speiden & Co., Inc., New York.**—*Price list.*—This gives the company's regular price list of chemicals and specialties for various industries.

### British Impose New Duties on Toilet Preparations

Additional British import duties, recommended by the Tariff Advisory Committee, are effective as from April 26. They include a 20 per cent impost on the following toiletry articles, but expressly excluding essential oils: toilet soap, toilet paste or powder and liquid preparations, toilet cream, hair dyes, scented sachets, lipstick, rouge, grease paint, preparations for use in manicure or chiropody, preparations for use on the face, hair, or body, bath salts and essences, smelling salts, and prepared fullers earth.

Toilet requisites of the following descriptions are also included: powder bowls or boxes, powder puffs, nail polishers, nail clippers, nail cleaners, nail files, denture bowls, manicure sets, and parts of the above articles.

An additional 10 per cent duty has been placed on soap other than for toilet use, including abrasive soap, soap powder, and soap flakes. This makes the new duty 20 per cent, while that on toiletries is raised to 30 per cent.

## Book Review

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)

### Summary of Patent Law

**THE LAW OF PATENTS FOR CHEMISTS,** By Joseph Rossman, Ph.D., M.P.I., LL.B., B.S. in Ch. E., New York, 1932.

The author has gone far beyond his stated aim to give a rather comprehensive treatment of the technical subject of patent law in language which can be comprehended by chemists without legal training. His treatise of the subject will prove of the greatest value to lawyers, and especially to those patent attorneys who have to do with chemicals and chemistry.

The treatment of the subject is logical, advancing step by step from the inception of an invention to the issuance of a patent of possible coverage. The theory underlying each progressive move is clearly explained and illuminating citations from actual practice are given to substantiate the reasons for each rendered decision.

The author has evidently attempted to avoid complicated sentences and involved arguments, and has succeeded in producing an intelligible story that is readable, fascinating and instructive, and on almost every page the reader, whether he be layman, chemist or experienced attorney, will find a clear, concise answer to some problem that has worried him.

The author has wisely refrained from printing the so-called Patent Office forms, thus avoiding encouraging the chemist to negotiate his own application in the Patent Office with the ever occurring result of a complete failure to obtain a patent of proper protection.

The author's educational training, practical experience and Patent Office practice have well fitted him for this work and it is evident that he has drawn freely from them in order to produce a book filled, as it is, with a successful weaving of theory and practice.

The book is a most valuable addition to the literature of patent law with special reference to inventions in the science of chemistry, and a copy should be in the possession of every chemist who is desirous of inventing and of protecting his inventions.

### New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

Alsop Engineering Co., New York, has advised us that it has recently placed on the market a new "Hyspeed" asbestos filter sheet. This sheet, according to the company, will fit its cylinder filter which previously used filter paper and cloth. The new sheets are intended to eliminate the use of powder and other filter mediums, and to produce more brilliant filtrate. They are manufactured of the same material as used in the discs employed in the recently perfected disc filter.

## New Incorporations

NOTE—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Cook Chemical Co., Borough of Brooklyn, N. Y., flavoring extracts, 100 shares common stock. W. B. Delacy, 22 East 40th street, New York, N. Y.

Hardenbrook Chemist Shop, Borough of Queens, N. Y., cosmetics, \$10,000. Brownstein & Brownstein, Jamaica, N. Y.

Odol Products, Inc., Dover, Del., dentifrices, gargles, antiseptics, 50,000 shares common stock. United States Corporation Co.

Emkins Co., 347 Fifth avenue, New York, N. Y., toilet articles, \$10,000.

Clark-Hoover Co., Inc., South Bend, Ind., manufacture and sell toilet and chemical preparations, 1,000 shares of no par value. Incorporators: R. R. Clark, Carl A. Hoover and F. W. Kaiser.

Vigny, 724 Fifth avenue, New York City, toilet preparations, \$2,000.

Federal Industrial Products Co., 216 N. Canal street, Chicago, Ill., \$5,000, manufacture and sell soap, soap powder, etc. Incorporators: G. D. Patterson, James H. Cartwright and T. A. Reynolds. Correspondent: Winston, Strawn & Shaw, First National Bank Bldg.

Salco Sales Corp., Jersey City, N. J., manufacture cosmetics, facial creams, powders, 200 shares common stock. Joseph J. Silver, New York, N. Y.

Jane Dene Products Corp., Philadelphia, Pa., cosmetics, perfumes, \$15,000, 1,700 shares common stock. Corporation Guarantee and Trust Co.

Belmay, 276 Fifth avenue, New York, N. Y., cosmetics, \$1,000.

Skin Culture Laboratories, Borough of Manhattan, N. Y., cosmetics, 50 shares common stock. L. H. Robinson, 475 Fifth avenue, New York, N. Y.

La-Gay Cosmetic Co., Borough of Bronx, N. Y., \$10,000. A. Waxenbaum, 277 Broadway, New York.

Mary Lawton Boardman, Inc., Meriden, Conn., cosmetics, \$50,000, of which \$5,000 has been paid in. The par value of the stock is \$50. Incorporators: Curtiss S. Johnson, Nelson C. Johnson and Burton L. Lawton.

Beauty Mentor Co., Inc., 310 S. Michigan avenue, Chicago, Ill., manufacture and sell cosmetics, including skin creams of all kinds. Incorporators: Kitty Davis, Daniel W. Davis and Joseph A. Rosenthal. Correspondent: Barney Fagen, 188 W. Randolph street, Chicago, Ill.

Certified Cosmetic Laboratories, Inc., Seattle, Wash., \$50,000. William Esalhorst and George K. Dewey.

Gladys McCune Cosmetics Corp., Park avenue and 51st street, New York, N. Y., 100 shares common stock.

Dewan Laboratories, Inc., 4512 N. Racine avenue, Chicago, Ill., manufacture and deal in cosmetics, etc., 10,000 shares no par value. Incorporators: Francis A. and Evelyn Dewan and William H. Lechie. Correspondent: William C. Connor, 4753 Broadway.

Standard Soap & Supply Corp., Bloomfield, N. J., 2,500 shares common stock. Filed by the company.

Donna, Inc., Newark, N. J., manufacture toilet preparations, 2,500 shares no par value. Incorporators:

Mabel H. White, East Orange; Lillian Ayres, Newark, and William F. Scharnikow, Teaneck. Attorney, Lindabury, Steelman, Zink & Lafferty, Newark.

Penn Arcade Cosmetics Co., Borough of Brooklyn, N. Y., \$5,000. H. H. Reid, 66 Court street, Brooklyn, N. Y.

Palami Mfg. Corp., Borough of Brooklyn, N. Y., cosmetics, \$20,000. P. Haas, 130 West 42nd street, New York, N. Y.

Worth English, 521 Fifth avenue, New York, N. Y., oils, cleansing creams, \$20,000.

Hanover Chemists, Borough of Manhattan, N. Y., cosmetics, drugs, \$1,000. Attorneys' Albany Service Co., 315 Broadway, New York, N. Y.

## Business Troubles

Dorb, The Chemist, Inc., 205 East 42nd street, New York, N. Y., and 24 West 59th street. Liabilities, \$97,863; assets \$55,279, main item being notes \$43,100. Principal creditors listed are Manufacturers Trust Co., \$51,900, secured; Reid Ice Cream Corp., \$5,379; Freirich, Inc., \$4,971.

Leopold Lowenstein, Woodmere, L. I., pharmacist. Liabilities \$34,599.67; assets, \$5,292.79.

Oscar Gudis, 239 Dyckman street, druggist and pharmacist, has assigned to Harry Weinstock, 154 Nassau street, New York, N. Y.

Julius Nomis, trading as Nome Perfume and Notion Shop, 732 Allerton avenue, New York, N. Y., perfumes, cosmetics, sundries and notions, has assigned to Isadore Silverman, 1450 Broadway, New York.

Sher's Chemist Shop, Inc., 1357 Sixth avenue, New York City, by Metropolitan Tobacco Co., for \$1,026; Faber, Coe & Gregg, Inc., \$154; R. C. Williams & Co., Inc., \$250.

P. B. K. Cosmetics, Inc., formerly Catherine Day Corp., 745 Fifth avenue, New York, N. Y.

Samuel Cohen, 503 East 53rd street, Brooklyn, N. Y., druggist. Liabilities, \$13,162.81; assets, \$300.

Nassau Drug Co., Inc., 66 Nassau street, New York, N. Y., and 8 West 49th street and 163 West 49th street, retail drug stores, has assigned to Edward Green, 369 Lexington avenue, and William R. Warren, 54 Fulton street, New York, N. Y.

Hyman Hecht, 797 Southern Boulevard, Bronx, N. Y., retail druggist, has assigned to Chauncey H. Levy, 2 Lafayette street, New York, N. Y.

Evenod Perfumer, Inc., 580 Fifth avenue, New York, N. Y. The Irving Trust Co. has been appointed receiver by Judge Goddard. Assets, \$13,500.

Michele B. Di Santi, 1820 Seventy-eighth street, Brooklyn, N. Y. Liabilities, \$29,160.30; assets, \$1,160.

R. C. Van Vliet, Hudson, N. Y., druggist. Liabilities, \$34,242; assets, \$16,192, consisting mainly of stock and fixtures.

Max Sobel, Syracuse, N. Y., drug store. Liabilities, \$18,277; assets, \$3,220.

Morris L. Strodler, 1673 Flatbush ave., Brooklyn, N. Y., drug store, luncheonette, etc., has assigned to Abraham H. Kramer, 166 Falmouth street, Brooklyn, N. Y.

Charles Laemmle, 867 Nostrand ave., Brooklyn, N. Y., retail drug store, has assigned to Max Schier, 332 Rogers avenue, Brooklyn, N. Y.



# Canadian News and Notes

## Montreal

**G**REAT interest has been aroused throughout eastern Canada in the visit of a trade ship with more than 100 exhibits of Scottish goods scheduled to arrive in Montreal from Glasgow on May 14. Several pharmaceutical firms are among those which have reserved space on the steamer, the *Letitia* of the Anchor Donaldson line.

The exhibition will last from May 16 to May 20. Business men will be welcomed by Hon. H. H. Stevens, Minister of Trade and Commerce in the Dominion government. The Duke of Montrose, member of a Scottish house with roots going back many centuries, who will head the mission, will reply to the address of welcome.

Equally with Canada considerable interest has been created in Great Britain in the visit of the trade ship and a message of encouragement has been issued by the Prince of Wales. The chief interest to pharmacists in the visit of the trade mission centres in a varied display of dextrines made from maize and farina.

Among the pharmaceutical firms with exhibits on the steamer are the Feculose Co., of Paisley displaying a highly specialized quality of dextrine for pharmaceutical preparations as well as adhesives used in packing and labelling, and the Sister Luras Infant & Invalid Food Co., Ltd. which has a display of drug sundries.

\* \* \* \*

**Chemists and engineers of Canadian Industries Ltd.**, are engaged in designing a commercial plant to be built at Copper Clift, Ontario, to produce sodium and aluminum sulphates. These chemicals will be recovered from waste slag by a new process developed by Canadian Industries, Ltd. Copper and nickel sulphides are found in the same ore body at the International Nickel property. To separate these two minerals that company uses the Orford process, which leaves as a waste product a slag rich in soda and alumina, which can now be treated with a cheap sulphuric acid to produce sodium and aluminum sulphates. The sulphuric acid which will be used in the process is being made by Canadian Industries, Ltd., from smelter fumes which formerly went to waste in the air.

\* \* \* \*

**Important proposals concerning the importation of pharmaceutical specialities from France** have been approved by the Chambre de Commerce of Montreal. The suggested changes will involve amendments to the Food and Drugs Act. It is contended by the Chambre that a guarantee as to the genuineness of the French specialities should be exacted. It is also urged that the federal inspector for the Province of Quebec should speak French as well as English and that the federal analyst should possess a medical or a pharmacists' diploma from a recognized university.

The whole question of the changes was carefully  
(Continued on Following Page)

## Toronto

**T**HE Toronto members of the Association of Licensed Manufacturing Perfumers of Canada held a luncheon meeting in the Royal York Hotel, Toronto, on Friday, April 29. With the Ontario Secretary, W. L. Linton, in the chair, the announcement was made that the object of the meeting was to arrange for the annual convention, the tentative dates for same being June 15 and 16.

At the last annual meeting in Belleville, it was decided to hold the convention in Toronto this year, but since that time, the suggestion was made that a place other than Toronto be considered for the holding of the convention, though the responsibility would be with the Toronto executive and members to arrange the details.

There were about a dozen men present, everyone of them making some suggestion as to a fitting place for the meeting—Belleville, Kingston, Toronto and French River were mentioned, but Kingston seemed to be the favorite, and on a show of hands it was decided to go there with the convention on June 15 and 16 next. A later meeting of Toronto members will be held to discuss the details. In the meantime, the executive will whip into shape a skeleton form of program.

J. R. Kennedy of United Drug Co., Ltd., suggested that a good speaker be obtained, preferably a lady who knows perfumes and toilet goods—who could express her opinion and criticize where necessary. This was thought to be a very good suggestion. Mr. Kennedy amplified his remarks by stating that while the holiday end of a convention was all right, these meetings are really held to gain knowledge that will stand the trade in good stead, either in improving their products or the containers, or in placing on the market goods that will meet the best interests of all concerned—the buying public and the manufacturers.

Mr. Campbell of Stuart Bros. asked if it was not possible to widen the scope of the association, and bring in as members other manufacturers who make toilet articles that do not contain alcohol. The chairman said that of course the original intention of the organization was to try to get from the Government some more co-operation in regard to the use of alcohol, as well as cutting down the revenue tax thereon. All present considered that it would be a good thing to widen the scope of the association, and Mr. Lawrence of Orient Perfumes said that the associate members (the travelers) could build up and solicit membership among those who were not already in the association. Boncilla and Frederick Sterns were mentioned in this regard. Mr. Kennedy suggested a change in the name of the association, and Mr. McLarty seconded this. The latter also said it would be a good thing to invite all the manufacturers making toilet articles to attend the next convention. Of course, restriction would be made to Canadian manufacturers. The executive promised to have more frequent meetings, and all present promised to work to increase the membership in the association.

Those present included: W. M. Campbell, Stuart Bros.

& Co., Ltd.; A. W. Lawrence, Orient Perfumes, Ltd.; J. Maxler, Three-O-Three Chemical Co.; A. B. Burns, Canadian Industrial Alcohol Co., Ltd.; E. J. Reed, Thayer Perfumer, Ltd.; Lloyd W. Speck, Fritzsch Brothers of Canada, Ltd.; J. Robt. Fenel, Morana, Ltd.; W. L. Linton, Northrop & Lyman; R. W. McLarty, R. W. McLarty, Ltd.; J. R. Kennedy, United Drug Co., Ltd.; H. F. McDermott, W. J. Bush & Co. (Canada Ltd.); Jas. O'Hagan, THE AMERICAN PERFUMER.

**The graduating class of the Ontario College of Pharmacy, Toronto, totals 120 young men and women.**

**About 465 members of the staff, their wives and sweethearts attended the annual dance given by the officers of the Tamblin Co. in the Royal York Hotel, Toronto, last month.**

**F. W. Fitch, president of the F. W. Fitch Co., Des Moines, Iowa, was a recent visitor to Toronto, making his headquarters at his company's branch warehouse on King street, West, during his stay. This company is broadcasting weekly over a network of 24 stations. Recently Western Canada was added to the string.**

**The officers of the general committee arranging for the joint convention of the American Pharmaceutical Association, Canadian Pharmaceutical Association and Ontario Retail Druggists Association, which will take place in the Royal York Hotel, Toronto, from August 22 to 27 next, are offering a prize of \$25 for a name for this mammoth "get-together."**

**The Toronto Board of Trade has completed organization of a British trade section, with T. A. McGillivray of Yardley & Co. as chairman.**

**Dr. G. F. Seaborn, for many years with Parke, Davis & Co., Detroit, died in Westminster Hospital, London, Ont., last month. He was 58 years of age.**

**The wives of the retail druggists of Windsor, Ont., recently entertained their husbands to evening dinner, and last month the wives of Toronto druggists did a similar thing. Following the meal the ladies took on the men for a bridge tourney and walked away with all the prizes.**

**A. R. Payne, head of the Owl Drug chain, has been selected chairman of the committee that is arranging for the big joint drug convention in Toronto next August. Other members of the committee are Dr. R. B. J. Stanbury, secretary of the C.Ph.A., and F. A. Jacobs, secretary of the O. R. D. A.**

**B. C. Drugs, Ltd., held its annual meeting at Vancouver a month ago, under the chairmanship of Daniel Hocken, president. T. Braidwood, sales manager, outlined sales and advertising plans for the year and reported that the past year was the most successful in the history of the company.**

**L. C. Gubb was elected last month president of the Border Cities Retail Druggists Association for the ensuing year.**

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARK REGISTRATIONS

"Nestoil." Hair waving pads, preparations for treating hair and for use in waving or curling hair. The Nestle-Lemur Co., a corporation of Manhattan, City and State of New York.

"Cover Mark." Dermal preparations. Cover Mark Ltd., Toronto, Canada.

Representation of the head of a Quaker enclosed within a double lined keystone. Hydrogen peroxide. Pennsylvania Salt Mfg. Co., Philadelphia, Pa.

Representation of a Star and Wings. Toilet preparations. Elizabeth Arden of Canada, Ltd., Toronto, Ont.

"Ozonite." Soap. The Procter & Gamble Co., a corporation of Cincinnati, Ohio.

"Rozalex." Toilet preparations. Rozalex Ltd., 45 Cross St., Manchester, England.

### PATENTS

321,244.—Flavoring composition. The Griffith Laboratories, Inc., assignee of Carroll L. Griffith, both of Chicago, Ill.

### INDUSTRIAL DESIGNS

Representation of a hand in which the fingers are blended with each other to present a continuous opening and in which in the center of the design appears a central opening to receive a cap. Bottle. Charles H. Oestreich, Brooklyn, N. Y.

## Montreal

(Continued from Preceding Page)

investigated in the first place by a special committee and one of the points in their report is that the application of the law as at present constituted frequently depends on the personal interpretation of the federal analyst, whereas the committee argues that it would be more satisfactory if the decisions came under the jurisdiction of a special consulting committee chosen for the purpose including members selected from the faculty of medicine and the school of pharmacy of a university.

On the whole question of food and drugs there is also a suggestion that the law would gain greatly in clarity if everything relating to food could be detached from the law governing drugs.

The death has occurred of J. Leslie Tedford, joint proprietor and managing director of Bryson's Ltd., well known Montreal druggists. A former accountant he had been joint owner of Bryson's Ltd., for the past four years. Mr. Tedford, who was in his 60th year, was stricken with tragic suddenness.

# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication. Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

## PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue  
New York City

### Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,853,030. Manufacture of Cinnamic Acid. George Bacharach, New York, N. Y., assignor of thirty per cent to Radio Patents Corporation, New York, N. Y.  
1,853,697. Compact. Dew R. Oliver, San Francisco, Calif.

1,853,931. Dispensing Tube. Louis J. Scheid, Kalamazoo, Mich.

1,854,235. Detergent Composition. Edgar S. Stoddard, Berwyn, Ill., assignor to The Conover Company, Chicago, Ill., a Corporation of Illinois.

1,854,268. Soap. Daniel L. McCarthy, Pearl Harbor, Honolulu, Territory of Hawaii.

1,854,373. Container. William Friedman, New York, N. Y., assignor to Lupe, Inc., New York, N. Y., a Corporation of New York.

1,854,451. Closure for Collapsible Tubes. Frank B. Cooney, Sandusky, Ohio, assignor to The American

Crayon Company, Sandusky, Ohio, a Corporation of Ohio.

1,854,458. Powder Spray. Augusta M. de Quincy and Frank Johnson, Inglewood, Calif.

1,854,472. Paste Dispenser. Clarence Seymour Jones, Chicago, Ill.

1,855,170. Loose Powder Container. Nathan Kasdan, New York, and Richard Landwehr, Woodside, N. Y., assignors to Majestic Metal Specialties, Inc., New York, N. Y., a Corporation of New York.

1,855,583. Vanity Case. August Mitchell, New York, N. Y., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut.

1,855,979. Collapsible Tube Closure. Ralph L. McNutt, Fort Worth, Tex.

1,856,201. Closure for Containers. Franz Wiese, Berlin-Wilmersdorf, Germany.

1,856,743. Powder Box. Ernest E. Brooks, Framingham, Mass., assignor to Dennison Manufacturing Company, Framingham, Mass., a Corporation of Massachusetts.

1,856,854. Manicure Device. Waldemar Schwanhäusser, Nuremberg, Germany.

### Reissue

18,433. Dispensing Tube. Edwin H. Barker, Moylan, Pa., assignor to A. H. Wirz, Inc., Chester, Pa., a Corporation of Pennsylvania. Original No. 1,754,496, dated Apr. 15, 1930, Serial No. 252,998, filed Feb. 9, 1928. Application for reissue filed Mar. 8, 1932. Serial No. 597,604. 15 Claims. (Cl. 221—60.)

### Designs Patented

86,703. Combination Mirror and Receptacle. Peter Delich, Duluth, Minn., assignor of thirty per cent to Rudolph Z. Vokovan, Duluth, Minn.

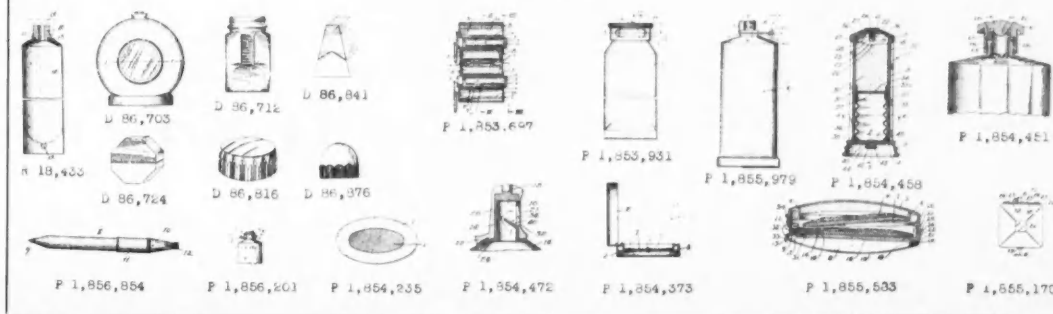
86,712. Jar. Edwin W. Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio.

86,724. Combination Bottle and Closure Cap. Mae Joseph, Brooklyn, N. Y., assignor to Park & Tilford, New York, N. Y., a Corporation of New York.

86,816. Container Cap or Similar Article. Louis A. Von Till, Brooklyn, N. Y., assignor to Anchor Cap & Closure Corporation, Long Island City, N. Y., a Corporation of New York.

86,841. Combination Bottle and Closure Cap. Mae Joseph, Brooklyn, N. Y., assignor to Park & Tilford, New York, N. Y., a Corporation of New York.

## PATENTS



TRADE MARKS									
 Bottle Cap M 293,221	 PARFUMS COMBEL M 293,445	 Arlene Richards M 293,447	 Dr. La Morse M 293,448	 Old Dorke M 293,581	 Jiffy-Tite 312,299	 STATE PRIDE 313,238			
 OYLOFF M 293,570	 PARMAN 317,008	 Léon HAVAR 317,007	 Dorke M 293,580	 VANSONNO 282,665	 ANIDON 322,719	 CHARTREUSE 320,495	 M&R MAGNUS 322,060		
 UTHAGEN 313,785	 FLORANA 320,996	 Vag Oil 322,918	 X-TRIC 323,203	 Lav-o-dent 321,341	 Chalon 323,540	 KAMILLOFLOR 323,740	 "HERB-A-TONE" 323,935		
 HONORÉ PAYAN 324,004	 Limon 324,176	 Phylalia 324,917	 GUERNSEE 323,717	 Madame B. Davis 323,527	 C&D 324,465	 Denii-Kem 324,475	 ABANDON 324,520		
 SILOAM 324,034	 DEDALE 324,526	 CROQUIS 324,525	 DANDIODINE 324,354	 Kamillocream 323,739	 A DEMI MOT 324,519	 PINE REST 324,720	 EBATS 324,528		
 SOLVOLUBRIC 324,257	 VITELLO 324,769	 HORMEZ 324,570	 ENTR'ACTE 324,530	 VANIDENT 324,611	 Derma-Heith 324,669	 BEACHRITE 324,836	 Dissonance 324,527		
 Avant Scene 324,523	 CONTRASTE 324,524	 Phylalia 324,917	 COLO-RAY 324,559	 PINE REST 324,720	 EBATS 324,528	 Dissonance 324,527	 BABY'S OWN 325,397		

86,876. Bottle Cap. Benjamin F. Conner, Hartford, Conn., assignor to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn., a Corporation of Connecticut.

#### Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 282,665.—The Milson Company, Cincinnati, Ohio. (Mar. 6, 1929.)—Toilet preparations.
- 304,821.—I. Kalfus Co., New York, N. Y. (Jan. 1, 1930.)—Flavors.
- 308,952.—The Pharma-Craft Corp., Louisville, Ky. (Oct. 10, 1930.)—Skin salve for use as a facial cream, antiseptic, and body deodorant.
- 312,299.—Halberstadt-Wolf Co., Inc., New York, N. Y. (Aug. 1, 1925.)—Vanities.
- 313,785.—Jesse R. Kirby, doing business as Uthagen Laboratories, Hollywood, Calif. (Apr. 16, 1931.)—Toilet preparations.
- 316,871.—Elizabeth Arden, Inc., New York, N. Y. (May 5, 1930.)—Lipsticks.
- 317,007, 317,008.—Northrop & Lyman Co., Limited, Toronto, Ontario, Canada. (1927.)—Skin lotion.
- 318,728.—Walgreen Co., Chicago, Ill. (Nov. 22, 1930.)—Cosmetic preparations.
- 320,189.—The Durale Co., St. Louis, Mo. (Sept. 1, 1931.)—Wave lotion.
- 320,495.—Doraldina, Inc., West Hollywood, Calif. (Oct. 15, 1931.)—Toilet preparations.
- 320,807.—Jacob Sugarman, Union City, N. J. (July 1, 1931.)—Toilet preparations.

- 320,996.—John M. Schotz, New York, N. Y. (May 5, 1923.)—Toilet preparations.
- 321,138.—J. Ernest Hill, Houston, Tex. (Oct. 24, 1931.)—Antiseptic mouth wash.
- 321,341.—Hans V. Jansen, doing business as Jansen Soap & Chemical Co., San Francisco, Calif. (May 1, 1931.)—Antiseptic bath compound.
- 321,907.—Commercial Laboratories, Inc., Newark, N. Y. (Feb. 14, 1930.)—Toilet preparations.
- 322,050.—Magnus, Mabec & Reynard, Inc., New York, N. Y. (1907.)—Aromatic chemicals.
- 322,174.—Louis Herzberg, doing business as The Bonnie Worth Co., Hollywood, Calif. (July 1, 1931.)—Nail polish, nail polish remover, and nail whitening preparation, cuticle oil and remover in paste and liquid form.
- 322,522.—Richel Co., Inc., Upper Darby, Pa. (Nov. 15, 1931.)—Cosmetics.
- 322,719.—Walgreen Co., Chicago, Ill. (Oct. 12, 1931.)—Tooth paste.
- 322,848.—Louisiana Pine Products Co., Inc., Shreveport, La. (Nov. 6, 1931.)—Pine oil.
- 322,918.—Charles L. Banks, doing business as Naro Company, St. Louis, Mo. (Aug. 22, 1930.)—Hair and scalp oil treatments and shampoo.
- 323,203.—Modernette, Inc., Des Moines, Ia. (July 5, 1931.)—Semi-liquid chemical hair remover.
- 323,527.—Rosa B. Davis, San Bernardino, Calif. (Nov. 1, 1926.)—Preparation for the treatment of hair.
- 323,540.—J. C. Penney Co., Wilmington, Del., and New York, N. Y. (Jan. 10, 1932.)—Toilet preparations.
- 323,646.—Giuseppe Zuffante, Boston, Mass. (Dec. 28, 1931.)—Hair tonic.
- 323,717.—Frank C. Reilly, New York, N. Y. (Oct. 30, 1930.)—Toilet preparations.
- 323,739, 323,740.—Chemisch-Pharmazeutische A.-G. Bad-Homburg Werk Frankfurt A. M., Frankfurt-on-



the-Main, Germany. (June, 1927, and Feb., 1929, respectively.)—Cream for the skin; Hair shampoo.

323,835.—John Thibodeaux, Port Arthur, Tex. (Jan. 19, 1932.)—Hair tonic.

323,945.—Peter Marin Kotoff, St. Louis, Mo. (Mar. 16, 1931.)—Hair tonic.

324,004.—Maurice Levy, New York, N. Y. (Under 10-year proviso. 1854.)—Perfumes and toilet water.

324,034.—Duart Mfg. Co., Ltd., San Francisco, Calif. (Jan. 1, 1932.)—Shampoo preparation.

324,176.—Florence H. Lamont, Detroit, Mich. (Jan. 1, 1931.)—Toilet articles.

324,191, 324,231.—Polk Miller Products Corp., Richmond, Va. (1919.)—Deodorant.

324,240.—Harvey S. Alstrom, doing business as Lady Humphrey Products, Longmeadow, Mass. (Feb. 1, 1930.)—Cold cream, cleansing cream, and vanishing cream.

324,257.—E. F. Houghton & Co., Philadelphia, Pa. (July 2, 1930.)—Liquid filter soaps for dry cleaners.

324,261.—M. D. Laboratories, Brooklyn, N. Y. (July 1, 1931.)—Baby talcum powder.

324,354.—Louis Philippe, New York, N. Y. (Nov. 1931.)—Antiseptic-Germicide used in the treatment of the hair and scalp.

324,364.—The Anacin Co., Chicago, Ill. (Jan. 23, 1932.)—Dentifrices and mouth washes.

324,465.—Holman Soap Co., Chicago, Ill. (July, 1919.)—Toilet soap.

324,475.—Roscoe C. Long, doing business as The Denti-Kem Co., St. Louis, Mo. (Feb. 12, 1932.)—Tooth powder.

324,519, 324,520, 324,521, 324,522, 324,523, 324,524, 324,525, 324,526, 324,527, 324,528, 324,529, 324,530.—Houbigant, Inc., New York, N. Y. (Nov. 3, 1931.)—Toilet preparations.

324,559.—John Wert Helfrich, doing business as Col-O-Ray Products Co., Los Angeles, Calif. (July 15, 1930.)—Powdered Egyptian Henna and other vegetable products used as a hair tint.

324,570.—Louis Philippe, Inc., doing business as Hornez Laboratories, Chicago, Ill. (Feb. 3, 1932.)—Face cream.

324,611.—Johnson & Johnson, New Brunswick, N. J. (Feb. 19, 1932.)—Adhesive denture powder.

324,669.—Walter E. Mason, doing business as Dermahelth Co., Omaha, Nebr. (October, 1931.)—Skin ointment.

324,720.—Parfumerie St. Denis, New York, N. Y. (Dec. 17, 1931.)—Toilet preparations.

324,769.—Herbert A. Vos, doing business as Vitello Products Co., New York, N. Y. (Feb. 29, 1932.)—Toilet preparations.

324,836.—Beach Soap Co., Lawrence, Mass. (Aug., 1931.)—Detergents made of soap and alkaline materials.

324,893.—Joe Lowe Corp., Brooklyn, N. Y. (1909.)—Extracts.

324,917.—John Wanamaker Philadelphia, Philadelphia, Pa. (Jan. 1, 1888.)—Hair tonics.

325,313.—Benjamin Ansehl, doing business as The Benjamin Ansehl Co., University City, Mo. (Mar. 1, 1932.)—Preparation for dressing the hair.

325,397.—William M. Curtis, doing business as Baby's Own Soap Co., Belmont, Mass. (Aug. 22, 1899.)—Toilet soap.

## Trade Mark Registrations Granted

(Act of March 19, 1920)

*These registrations are not subject to opposition:*

M293,221.—Holman Soap Co., Chicago, Ill. (June 1, 1906. Serial No. 316,126.)—Toilet soaps and soaps in flake, liquid, powder and solid form.

M293,445.—May Graff, doing business as Bluekamel Mfg. Co., Detroit, Mich. (Sept. 25, 1930. Serial No. 315,259.)—Perfumes and toilet waters.

M293,447.—Johnson Wholesale Perfume Co., doing business as Arlene Richards Laboratories, Waterbury,

Conn. (Oct. 1, 1928. Serial No. 321,342.)—Toilet preparations.

M293,448.—Johnson Wholesale Perfume Co., doing business as Dr. La Morse Laboratories, Waterbury, Conn. (Nov. 1, 1929. Serial No. 321,344.)—Toilet preparations.

M293,449.—Eleanor M. Schneider, New York, N. Y. (Mar. 24, 1924. Serial No. 321,123.)—Toilet preparations.

M293,570.—Godefroy Mfg. Co., St. Louis, Mo. (June, 1929. Serial No. 323,531.)—Hair lotion.

M293,580, M293,581.—Valentine Belfiglio, Yonkers, N. Y. (Jan., 1931. Serial Nos. 316,078 and 316,079.)—Extracts.

## Propose Lavender Labeling Law

(Special Correspondence)

GRASSE, May 7.—Following the Lavender Fair and congress at Digne, steps have been taken to bring to the attention of the Chamber of Deputies the situation of the lavender industry in Southern France and to draft a law which would improve conditions surrounding the sale of this important raw material for perfumes, soaps, toilet preparations and medicinal products. With this in view, the "floral group" in the Chamber consisting of Messrs. Gardiol, Baron, Lafont, Roumagoux, Guichard, Brunet, Moch, Gouin and Carmagnolle have drafted a proposed law which has been presented to the Chamber.

The principal provisions of the law are that it shall be forbidden to use the name "oil of lavender" or any name containing the word "lavender" to designate any product modified by adulterants or any product not made actually, exclusively and directly by the distillation of flowers of the family of *labiates*; and that it shall be forbidden to employ the words "of lavender oil" and combinations, derivatives or imitations of these words at any time when their use may create confusion in the minds of the buyers as to the nature of the products on which they are employed. Violations would be punishable as frauds under the penal law of August 1, 1905.

## French Protest Plant Regulation

(Special Correspondence)

The Dreyfus bill regarding the compulsory declaration of perfume plants and their derivatives, which was presented at the end of the last parliamentary session and on which a vote without discussion was asked for, was the object of very stout opposition on the part of the Central Syndicate of Essential Oils, lodged with the Minister of Agriculture and of Commissions of the Chamber. This opposition was supported by the Syndicate of Perfumers and Distillers of Grasse, by the Union of French Perfumery Manufacturers, by the General Syndicate of the French Drug Industry, the presidents of which, Messrs. Mau-nier, Bienaimé and Pelliott, also rendered reports to the government authorities. These concerted efforts resulted in getting the Government to oppose the vote without discussion and the postponement sine die of the matter to a subsequent session augurs well for the abandonment of the bill.

# Reports on Markets and Crops

## Floral Crops in Southern France

AT the beginning of the year the favorable trends manifest in our market had given rise to hopes and expectations and the quite steady orders from the trade were contributing towards the maintenance of optimism. Unfortunately, with the approach of the May crops the advices from the consuming centers are hardly favorable and bring nothing to sustain our market, which is again in an unsettled condition. Indecision prevails and it is still a difficult matter to venture a serious forecast regarding the trend, since any such forecast would run the risk of being given the lie by events, as we have found to be the case in the matter of prices. As a matter of fact on the subject of prices, just when everything pointed to a certainty that the lowest point in the decline had been reached we see some of our flowers displaying a still more pronounced decline. This is putting growers and manufacturers in a more and more dubious situation, bringing on the ruin for floral crops, further slowing up the activity of our factories, creating unemployment among our working population and causing profound general discouragement. Let us hope ardently that the perfumery business will come into line with the improving soap trade. We are sure that the revival is due to occur in the not far distant future, particularly so since the products have fallen below the lowest prices in gold value, ruining a number of producers and causing production to fall in a catastrophic manner in certain cases.

Weather conditions of April fully confirm our forecasts. The season is behind by one month and this month we have had April showers. The thermometer recorded 37° F. at the lowest and did not exceed 69° F. with a mean temperature of 54 F., as against 72° F. in 1931. We have stood the whole range of whims of the weather: wind, rain, cold, morning frosts and even some belated snowfalls in the mountain regions. However, all agricultural work everywhere has been done as in normal times and plantations have looked very good, although some of them hold forth but little promise in point of yield.

## Orange Flowers

In a general way this crop is tardy. The plantations are in excellent condition and hold forth prospects of an abundant crop. Vegetation has been favored by the mild and warm temperature of the first few months of the year and the orange groves suffered very little from the cold period of a part of February and of April. On some trees burns on the leaves are in evidence but these damages have been insignificant and will not have any influence upon the next crop. The trees are full of buds to the great despair of perfumers who are wondering how to absorb this production which is going to add to the surplus stock. The fixing of the price of the flower has not given rise to any discussion. The majority of the owners of orange trees have proposed 1.75 a kilo as

*(Continued on Page 185)*

## New York Market Report

THE volume of business in essential oils done since our last review has not changed materially from that earlier in the year. Trading is distinctly quiet and few consumers are taking on supplies in more than routine hand-to-mouth fashion. The costlier and more infrequently used oils are in practically no demand. The bulk materials on which the market depends for volume are going in rather small quantities and at prices which must be almost ruinous to those who are supplying them. On the average, no price levels equal to the present have ever been seen in the market and in spite of this fact, the tendency save in one or two materials continues downward.

Citrus oils should begin to pick up in volume and interest with the approach of warmer weather, but thus far business has not been good enough to warrant any joyful exclamations. Stocks of both lemon and orange appear to be adequate for any immediate demand and prices have shown practically no change during the month. Seed and spice oils remain weak with clove leading the few declines. The only firm item is celery seed which has advanced slightly. Floral products are hardly mentioned in the market and quotations continue in low ground with sellers indicating that they anticipate little in the way of an advance unless business improved materially. The domestic group has been featured by further weakness in wormseed and wormwood. Peppermint and spearmint remain steady while erigeron is a bit higher than it was a month ago. Stocks of few oils are large enough to withstand any sustained buying and if purchasing should start in anything like normal volume, the market would speedily respond.

## Synthetics and Derivatives

The market has been very quiet and no business of consequence with the toilet goods or flavor trades is reported. There has been some fair business with makers of fly sprays and other insecticides in preparation for the coming season and soap makers have also interested themselves in some fair quantities. Most of this bulk business, however, has been at prices which net little profit to the maker or the importer. Sample orders for the more expensive and finer products have been about all that have come through. In spite of the dullness of general business in the line, prices have been held fairly well at recent levels.

## Sundries and Crude Drugs

The appearance of turtle oil on the market is about the only feature. This article, now apparently quite popular for use in certain types of creams, is available at around \$5 per gallon, although the quantities thus far offered by the trade are small. Regular sources of supply are anticipated in the near future. Other items on the list have shown a downward tendency in general and price averages are at low levels. Competition in crude drugs has been keen with the usual shading on firm business which has been a hindering feature in this market for years.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb. \$2.20@ \$2.40	Guaiac (Wood) . . . . . 2.85@	Thuja . . . . . 1.75@
S. P. A. . . . . 2.50@ 2.75	Hemlock . . . . . .90@ 1.00	Thyme, red . . . . . .70@ .80
Sweet True . . . . . .40@ .45	Hops . . . . . (oz.) 10.00@ 14.00	White . . . . . .95@ 1.25
Aprirot Kernel . . . . . .27@ .35	Horsemint . . . . . 4.25@	Valerian . . . . . 8.00@ 10.00
Amber, crude . . . . . .24@ .30	Hyssop . . . . . 24.00@	Verbena . . . . . 3.75@ 7.00
rectified . . . . . .50@ .60	Juniper Berries . . . . . 1.40@ 1.65	Vetivert, Bourbon . . . . . 4.75@ 6.00
Ambrette, oz. . . . . 46.00@	Juniper Wood . . . . . .60@ .62	Java . . . . . 10.00@ 25.00
Amyris balsamifera . . . . . 2.20@ 2.80	Laurel . . . . . 15.00@	East Indian . . . . . 30.00@
Angelica . . . . . 22.00@ 35.00	Lavender, English . . . . . 32.00@	Wine, heavy . . . . . 1.80@ 2.00
Anise, U. S. P. . . . . .38@ .45	French . . . . . 1.85@ 3.50	Wintergreen, Southern . . . . . 4.00@
Araucaria . . . . . 1.75@ 1.85	Lemon, Italian . . . . . 1.20@ 1.45	Penn. & Conn. . . . . 7.75@ 8.50
Aspie (spike) Spanish . . . . . .55@ .65	Calif. . . . . 1.20@ 1.35	Wormseed . . . . . 2.05@ 2.50
French . . . . . .70@ .90	Lemongrass . . . . . .46@ .55	Wormwood . . . . . 3.75@ 4.00
Balsam Peru . . . . . 6.00@	Limes, distilled . . . . . 6.25@ 8.50	Ylang-Ylang, Manila . . . . . 25.00@ 32.00
Balsam, Tolu, per oz. . . . . 4.25@	expressed . . . . . 11.25@ 13.00	Bourbon . . . . . 5.25@ 9.00
Basil . . . . . 50.00@	Linaloe . . . . . 1.70@ 2.00	
Bay . . . . . 1.95@ 2.15	Lovage . . . . . 27.50@	
Bergamot . . . . . 1.95@ 2.40	Mace, distilled . . . . . 1.10@ 1.20	
Birch, sweet N. C. . . . . 1.85@ 2.10	Mandarin . . . . . 4.75@ 7.50	
Penn. and Conn. . . . . 2.50@ 3.50	Marjoram . . . . . 6.25@	
Birchar, crude . . . . . .15@	Melissa . . . . . 5.00@	
Birchar, rectified . . . . . .50@ .55	Mirbane . . . . . .15@	
Bois de Rose . . . . . .65@ 1.30	Mustard, genuine . . . . . 9.25@ 11.50	
Cade, U. S. P. . . . . .30@ .35	artificial . . . . . 1.60@ 1.85	
Cajeput . . . . . .60@ 1.10	Myrrh . . . . . 10.00@	
Calamus . . . . . 3.00@	Myrtle . . . . . 4.00@	
Camphor "white" . . . . . .18@ .23	Neroli, Bigarade, pure . . . . . 150.00@ 215.00	
sassafrassy . . . . . .23@ .25	Petale, extra . . . . . 180.00@ 275.00	
Cananga, Java native . . . . . 1.50@ 1.75	Niaouli . . . . . 3.45@	
rectified . . . . . 2.00@ 2.25	Nutmeg . . . . . 1.20@ 1.40	
Caraway . . . . . 1.65@ 1.75	Olibanum . . . . . 6.50@	
Cardamom, Ceylon . . . . . 15.00@ 27.50	Orange, bitter . . . . . 2.20@ 3.00	
Cascarilla . . . . . 65.00@	sweet, W. Indian . . . . . 1.65@ 2.15	
Cassia, 80@85 per cent . . . . . .85@	Italian . . . . . 1.75@ 2.20	
rectified, U. S. P. . . . . 1.20@ 1.40	Spanish . . . . . 2.65@ 2.75	
Cedar leaf . . . . . .76@ 1.00	Calif. exp. . . . . 1.90@ 2.05	
Cedar wood . . . . . .35@ .40	dist. . . . . .90@ 1.00	
Cedrat . . . . . 4.15@	Origanum, Spanish . . . . . 1.45@	
Celery . . . . . 8.00@ 8.50	Orris root, con. (oz.) . . . . . 6.25@ 8.00	
Chamomile . . . . . (oz.) 3.50@ 5.00	Orris root, abs. (oz.) . . . . . 70.00@ 90.00	
Cherry laurel . . . . . 12.00@	Orris Liquid . . . . . 18.00@ 25.00	
Cinnamon, Ceylon . . . . . 8.00@ 13.50	Parsley . . . . . 8.00@ 9.25	
Cinnamon, Leaf . . . . . 2.25@	Patchouli . . . . . 3.70@ 4.00	
Citronella, Ceylon . . . . . .37@ .43	Pennyroyal, American . . . . . 1.85@ 2.15	
Java . . . . . .53@ .60	French . . . . . 1.15@	
Cloves Zanzibar . . . . . .95@ 1.10	Pepper, black . . . . . 9.00@	
Cognac . . . . . 22.00@ 28.00	Peppermint, natural . . . . . 1.55@ 1.65	
Copaiba . . . . . .63@ .70	redistilled . . . . . 1.75@ 1.95	
Coriander . . . . . 4.40@ 4.75	Petitgrain . . . . . 1.10@ 1.45	
Croton . . . . . 2.65@ 3.00	French . . . . . 2.10@ 2.60	
Cubebs . . . . . 2.70@ 3.00	Pimento . . . . . 1.60@ 2.00	
Cumin . . . . . 7.25@ 7.75	Pine cones . . . . . 3.00@	
Curacao peels . . . . . 5.25@	Pine needle, Siberia . . . . . .64@ .70	
Curcuma . . . . . 3.00@	Pinus Sylvestris . . . . . 2.00@ 2.15	
Cypress . . . . . 4.35@ 4.75	Pumilionis . . . . . 2.20@	
Dillseed . . . . . 3.15@ 3.40	Rhodium, imitation . . . . . 2.00@ 4.50	
Elemi . . . . . 1.45@	Rose, Bulgaria . . . . . (oz.) 6.00@ 20.00	
Erigeron . . . . . 1.30@ 1.60	Rosemary, French . . . . . .45@ .55	
Estragon . . . . . 38.00@	Spanish . . . . . .38@ .43	
Eucalyptus . . . . . .32@ .36	Rue . . . . . 3.15@	
Fennel, Sweet . . . . . 1.15@ 1.30	Sage . . . . . 3.00@	
Galbanum . . . . . 26.00@	Sage, Clary . . . . . 22.00@ 37.50	
Galangal . . . . . 24.00@	Sandalwood, East In-	
Geranium, Rose,	dia . . . . . 7.50@ 8.00	
Algerian . . . . . 4.00@ 4.50	Australia . . . . . 5.90@ 6.60	
Bourbon . . . . . 4.00@ 4.25	Sassafras, natural . . . . . 1.15@ 1.85	
Spanish . . . . . 16.00@	artificial . . . . . .29@ .34	
Turkish . . . . . 2.15@ 2.45	Savin, French . . . . . 2.20@ 2.55	
Ginger . . . . . 4.40@ 4.75	Spearmint . . . . . 1.05@ 1.50	
Gingergrass . . . . . 3.00@ 3.15	Snake Root . . . . . 9.25@ 11.00	
Grape Fruit . . . . . 3.40@ 3.70	Spruce . . . . . .90@ 1.00	
	Styrax . . . . . 12.00@	
	Tansy . . . . . 2.30@ 2.60	

## TERPENELESS OILS

Bay . . . . . 5.25@ 5.75
Bergamot . . . . . 8.00@ 10.00
Clove . . . . . 4.00@ 5.00
Coriander . . . . . 20.00@
Geranium . . . . . 8.00@ 12.50
Lavender . . . . . 5.50@ 8.00
Lemon . . . . . 7.75@ 16.00
Lime, Ex. . . . . 65.00@
Orange, Sweet . . . . . 78.00@ 90.00
bitter . . . . . 90.00@ 115.00
Petitgrain . . . . . 5.00@ 6.00
Rosemary . . . . . 2.50@ 3.75
Sage, Clary . . . . . 90.00@
Vetivert, Java . . . . . 35.00@
Ylang-Ylang . . . . . 28.00@ 35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P.		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic .....	3.25@	4.60
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%...	2.00@	
Acetophenone .....	3.15@	3.50
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8 .....	20.00@	40.00
C 9 .....	40.00@	70.00
C 10 .....	30.00@	50.00
C 11 .....	35.00@	60.00
C 12 .....	25.00@	50.00
Aldehyde C 8 .....	50.00@	
C 9 .....	70.00@	125.00
C 10 .....	50.00@	82.00
C 11 .....	40.00@	75.00
C 12 .....	75.00@	105.00
C 14 (so-called)...	15.00@	35.00
C 16 (so-called)...	20.00@	40.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.40@	1.75
Amyl Cinnamate ....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	4.25@	6.00
Amyl Formate .....	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate..	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	1.15@	1.45	Methyl Benzoate	1.85@	2.25	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate....	3.00@		Bismuth sub-nitrate..	1.10@	1.35
Anethol	1.20@	2.00	Methyl Eugenol	3.80@	7.50	Boric acid, ton.....	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone....	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate...	.08@	.08½
F. F. C.	1.55@	1.90	Methyl Iso-eugenol...	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.40@	4.50	Methyl Octine Carb...	24.00@	32.00	Sulfate	.03¾@	.04
Benzylidenacetone	2.50@	4.00	Methyl Paracresol...	4.65@	6.00	Camphor	.53@	.65
Benzyl Acetate	.70@	.85	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Alcohol	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Benzoate	1.05@	2.00	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03½@	.06½
Benzyl Butyrate	5.50@	6.25	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Cinnamate	7.00@	9.00	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Formate	3.35@	3.60	Nerolin (ethyl ester).	1.50@	1.75	Citric acid	.35@	.40
Benzyl Iso-eugenol...	18.00@	27.00	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzyl Propionate...	2.00@	5.50	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate ..	5.25@	6.00	Clay, colloidal	.03@	.03½
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06½@	
Bromstyrol	4.00@	5.00	Ether	7.00@	8.00	Fuller's Earth, ton...	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white...	.20@	.22
Carvol	3.75@	4.25	100%	8.50@	10.50	amber	.09½@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	3.00@	4.00	Gum Benzoin, Siam...	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate..	8.50@	12.50	Sumatra	.30@	.40
Cinnamic Aldehyde	2.75@	4.25	Phenylethyl Alcohol..	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate.	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate.	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate...	13.00@		Phenylethyl Pro-			Hydrogen peroxide...	.05@	.08
Citral C. P.	2.60@	3.00	pionate	18.00@		Kaolin	.06@	.08
Citronellol	2.65@	3.25	Phenylethyl Valerate.	20.00@		Labdanum	3.50@	5.50
Citronellal	2.85@	3.25	Phenylpropyl Acetate	12.00@	14.00	Lanolin, hydrous	.18@	.20
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol.	9.00@	14.00	anhydrous	.20@	.23
Coumarin	4.00@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	12.00@		Magnesium, Carbonate.	.06¾@	.07½
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02½@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P.... (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
none	4.00@	6.00	Styralyl Acetate....	20.00@		Olibanum, tears	.16@	.35
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.12½@	.16
Diphenylmethane	1.75@	2.45	Terpineol, C. P....	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd....	.20@	.75
Ethyl Benzoate	1.45@		Vanillin (clove oil)..	5.15@	6.00	Paraffin	.03½@	.05
Ethyl Butyrate	1.25@		(guaiacol)	4.65@	5.25	Patchouli leaves	.16@	.75
Ethyl Cinnamate	4.00@		Vetiveryl Acetate...	21.00@	25.00	Petrolatum, white	.06½@	.10½
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha..	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate..	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	1.75@	2.00
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	3.10@	4.00				Rhubarb root, powd..	.28@	.50
Geraniol, dom.	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red.	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal....	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white..	.19@	.23
Indol, C. P.... (oz.)	2.65@	5.00				Sodium, Carb. crys...	.01¾@	.02¼
Iso-borneol	2.30@					Phosphate, tri-basic.	.03½@	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.35
Iso-butyl Salicylate..	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	4.00@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	2.15@	3.00				Tragacanth, No. 1...	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthol, Japan	2.75@	3.20				Violet flowers	.95@	1.15
Synthetic	2.50@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone.	3.00@	3.50				Oxide	.13½@	.15
						Stearate	.21@	.28

#### BEANS

Tonka Beans, Para..	1.00@	1.25
Angostura	2.00@	2.15
Vanilla Beans		
Mexican, whole....	3.75@	5.00
Mexican, cut	2.40@	2.80
Bourbon, whole....	1.05@	2.00
South American....	2.00@	2.50

#### DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190 proof, gal.	2.44½@	2.58½
Almond meal	.21@	.25
Alum. potash	.03¾@	.03½
Aluminum chloride ..	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.24@	.30
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal...	9.00@	12.00
Oregon	1.00@	1.20



## Floral Crops in Southern France

(Continued from Page 182)

against 4 francs paid in 1931. Even at this price the question is, "Will production be entirely absorbed?" For the moment the requirements of the Grasse factories seem to be very limited, stocks in orange products becoming depleted very slowly despite the very low prices at present prevailing at which the buyers could afford to buy quite heavily.

### Rose

The situation of this crop is different. The rose bushes have suffered particularly from the late frosts of the beginning of April and many plants have had their young sprouts entirely destroyed. In the low grounds or in fields not so well exposed the damage is quite serious and the region of Pegomas, a rather cold region, seems to be affected particularly. Furthermore the "mildew" that broke out towards the end of the 1931 crop in a good number of plantations and which is spreading has not been energetically combated by a good manuring. As a result of this the rose bushes will be less resistant this year to this disease, if it should make its appearance again, and production, which looms up as a very slight one, will be further diminished.

Will the price of the flower be the same as that of the last crop? Nothing is known as yet in this respect. We do not believe in any decline to such an extent as that in orange flowers, well-nigh all of the flowers that will be gathered being already sold on contracts for several years ahead and the free flowers not being likely to be plentiful. Furthermore, in some houses the stocks of rose products are exhausted and there is no reason for the firmness of the market to be changed.

In Bulgaria we hear that the Government has taken measures to prevent the debasement of prices. A commission of agronomic engineers is going around in the centers of cultivation and is arranging for earnest cleaning to be done on the plantations. The dead wood is removed, the sick stalks are sacrificed, and the old rose bushes are rooted out, and it would appear that these measures have already reduced the plantings by a third. The floral production will show a shortage to the same extent and the early information received leads one to assume that the tendency is towards a maintenance of the price paid last year. The buyers

of otto of rose are on their part looking forward to a lower price and seem to have made up their minds to refrain from purchasing if the otto stays firm at the present price.

### Jonquil

Contrary to what was believed, the price of 8/10 francs a kilo that at one time had been anticipated was not maintained for this flower and this despite the fact that the crop has not attained the production counted upon. At the last moment some requirements have been considerably curtailed and other requirements have been annulled, and some houses have been able to purchase at excessively low prices, which will have the deplorable effect of causing the growers to lose their interest in this crop.

### Lavender

This oil continues to give rise to very steady business of average or medium size. Regular purchases have been recorded by the various producing centers, particularly in the high-analysis grades, nearly all of which are sold. There is still no rise in this market, but the firmness that we pointed out in our previous report persists and a rise in the prices during the next few months would not cause us any surprise.

### Geranium

The demand for Algerian was very, very low from July, 1931, to February last, but as a result of the cyclone that smote Reunion Island the slight stock on hand was literally cleaned up and prices rebounded.

It is estimated that production for the 1932 season is due to be about 25 tons of pure oil and consequently much diminished as compared with production from 1925 to 1928, which were appraised between 80 and 180 tons.

The cyclone of February 5th was a veritable disaster from the point of view of production of Bourbon geranium, since the fields were entirely destroyed before the distillation. The stock at the time of the cyclone was only 13 tons, reduced to about 6 tons at the present time, the only quantity that can be obtained between now and the end of June according to reports from point of origin. Since the production from June to December is reckoned to be only from 10 to 15 tons if the weather is favorable, the total production for 1932 may be estimated at 35 tons maximum as against 89 tons in 1931.

### German Exports of Toiletries Small

Little demand has been developed abroad for German toilet preparations, the exports of which totaled in 1930 only \$2,903,000 and dropped 9 per cent to \$2,640,000 last year. Perfumery and cosmetics containing ether or alcohol made up one-third of the 1931 total, the most important single item in this group being Germany's cologne water, \$367,000 of which was sold abroad. Great Britain was the largest purchaser of cologne water, followed closely by the Netherlands, Denmark, and the Saar, accounted for 50 per cent of the purchases of other perfumed waters and cosmetics not containing ether or alcohol.

### How Coty Introduces Perfumes

Many women are somewhat unenterprising in keeping themselves well informed of the new perfumes, lotions, lipsticks, and so forth, which are constantly being put on the market. Realizing this, Coty (England), Ltd., have taken a lovely Adam house in Stratford Place, London, where visitors are welcomed—not to buy, but just to get introduced to the new preparations of the house as they make their appearance. In this way fashionable London women have lately made the acquaintance of hyacinth, cyclamen, and other new flower perfumes. Cyclamen is a light, dry perfume recommended for summer use, and iris is another of the same type.

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## New German Olein Production Process

THE Bamag-Meguini A. G., of Berlin, has recently applied for a patent covering a new process for the production of olein. By this method mixed alkali is used for saponifying bone or similar fats. A soap solution is thus obtained in which the liquid fatty acids are combined with one and the solid fatty acids with the other alkali. Further details of the method are promised later; in the meantime it may be stated that the difficulty hitherto met in separating the potash soap from the soda soap has evidently been overcome by selecting the saponifying agents so that one differs from the other not only in alkalinity but also in yielding an unsaponifiable product. Several metallic hydroxides are available for this purpose, and by using the ordinary processes of soap manufacture without any extra apparatus, except possibly a filter, an aqueous suspension is obtained with not only the liquid fatty acids in the form of soda or potash in solution but also with the solid fatty acids in the form of insoluble metallic soaps. These can be easily separated by filtration, and by decomposing the filtrate in the usual way with sulphuric acid both olein and stearin are obtained.

It is claimed that the new process can be very easily carried out in the ordinary processes of soap manufacture, a valuable by-product being thus obtained without much extra trouble or expense. Another advantage claimed is that there is now no longer any need to produce more stearin than is necessary to meet demands, although one would have supposed that any excess production of stearin could have been worked up into soap just as easily as excess olein. Further research is being undertaken by the Bamag firm with a view to obtaining a high titre stearin simultaneously with olein; and this should be possible merely by a subsequent hot-pressing. More will undoubtedly be heard of this process.

## Duty on Powdered Soap Protested

In protest 535225-G, Yardley & Co., Ltd., New York, protested the classification of powdered soap at 30 per cent ad valorem, claiming the merchandise in question should be returned for duty at 15 per cent under the provisions of paragraph 82, Tariff Act of 1930.

In T. D. 19494, Justice J. McClelland, in accordance with stipulation of counsel and on the authority of abstract 9881 held the powdered soap dutiable at 15 per cent under paragraph 82 as claimed.

## Duty on Whale Oil Upheld

THE U. S. Court of Customs and Patent Appeals, on March 30, 1932, handed down the decision affirming the opinion of the U. S. Customs Court, T. D. 45099, in the case of the Procter & Gamble Manufacturing Co., Cincinnati, O. vs. the United States, regarding the dutiability of whale oil. The question involved whether or not whale oil produced upon the floating ship factory, the C. A. Larsen, a Norwegian ship of the Norwegian whaling company, Rosshavet of Sandefjord should be returned for duty or entered free. The contract with the whaling company was entered into at Bergen, Norway, in which contract the Rosshavet company sold a cargo of whale oil to the Procter & Gamble Co. After the making of this contract with the Rosshavet company the C. A. Larsen proceeded to the Ross Sea and captured whales from which were produced the whale oil in question aboard the vessel. All these operations were upon the high seas. The cargo being completed, the C. A. Larsen set sail for the United States. She stopped at Wellington, New Zealand, for supplies and fuel. At this place a bill of lading was made out. Proceeding, she stopped again at Panama for fuel and from thence sailed to New York where her cargo was entered April 25, 1930. The consular invoice was prepared and dated at Bergen, Norway, on March 11, 1930 by the representatives of the Rosshavet company and consulated by the consul of the United States at that place on March 21, 1930. The goods were classified by the collector of the port at 6 cents per gallon under paragraph 53 of the Tariff Act of 1922 and later reliquidated at the same rate under paragraph 52 of the Tariff Act of 1930.

The opinion holding dutiable the whale oil obtained from other than American fisheries was based upon the facts that the vessel was flying the flag of a foreign country and was manned by sailors of that country almost entirely and consequently the oil was considered of foreign origin and was therefore held dutiable the same as if it had been produced actually within the foreign country.

Presiding Judge Graham delivered the opinion of the court; Judges Garrett and Lenroot concurring; Judge Garrett with minor reservations.

## Surest Indication

A straight, sincere, strong man is sure to be gentle and kindly. It is the small and weak who are always trying to browbeat others.—*Silent Partner*.

# Perfumes for Use in Soaps

## *The Lasting Qualities of Various Perfume Substances on Soaps and Their Effect on Color*

by Dr. Paul Jellinek

WHEN one turns the pages of the old formula books that are still frequently preserved by many of the older perfumery concerns as mementoes or curiosities, one finds that the formulas or recipes given therein for the manufacturing of extracts and the perfuming of soaps, respectively, differ in that the perfumer used to prescribe for his extracts the most expensive and best grades, and for his soaps the inferior and cheaper grades of the essential oils, extracts, balsams, resins, etc. Often, too, the self-same composition in alcoholic solution would do duty as an extract or toilet water and, undiluted, serve for the perfuming of toilet soaps.

In any event it is easy to see that in those days the particular perfumes good for soaps and the particular perfumes not good for soaps were either not known or, at any rate, not distinguished in actual practice.

It may, nevertheless, be taken positively for granted that the perfumers of those days had already observed that certain perfumes in the soap held their own, while others after some time on the shelf, would change their odor or, very often, lose it completely. But, to our knowledge, no tests were ever made to determine the durability of the individual ingredients—natural perfumes all of them—that are added to soap mixtures, or, at least, no reference to such tests is to be found in the literature.

Observation of the durability of odoriferous materials in soaps was initiated only after the creation of artificial perfumes, but, even then, the job was done for a long time without method or system. It was only after the war that more systematic investigation was begun, induced by motives of economy. The idea was to avoid such perfuming materials in soap mixtures as quickly failed of their purpose. Moreover, the white soap fad compelled the manufacturers to test the individual ingredients for their fastness to alkali and, on top of that, the growing favor and increased buying of unwrapped soaps put the perfumes to a very severe test. In unwrapped soaps, exposed more or less to the air, and often to light as well, all the chemical reactions between the odoriferous substances and the soap alkali proceed at a much more rapid rate than in the well wrapped soaps, often put up in several wrappings. Moreover, the soap wrappers themselves could be strongly perfumed, as was often craftily done to camouflage a poor-smelling soap.

The manufacture of soap perfumes has accordingly developed into an independent science, or rather, "art"; and a perfumer who can show the best of results in the manufacture of extracts is still far from ranking as a first-rate "soap perfumer." For, in addition to having a perfumer's knowledge of raw materials and experience in mixing scents, he must know how each

individual perfuming material acts in the soaps.

Such knowledge could hitherto be had only from practical experience; but it is now far more easily obtained by a knowledge of chemistry; yet it is only in recent years that observations made with respect to the behavior of odoriferous materials in soaps have been rendered generally available in published articles that tabulate and explain them.

One might have expected that odoriferous substances would at least have been grouped as follows:

- 1) Soap and color-fast: comprising odoriferous materials which do not change their odor in the soap nor color or spot it;
- 2) Soap fast: comprising those which are constant in odor but which should be used only in colored soaps as they otherwise would alter the appearance of the soap, coloring or spotting it;
- 3) Substances which should not be used for soap perfuming at all because within the soap body their odor suffers undesirable changes.

Classifications of this kind have often, be it stated, been attempted, and writers have prepared and published them, but the writers themselves are found to disagree as to the "soap-fastness" of many of these substances. And, indeed, many experts in our line, whose views must be taken seriously, are likewise in disagreement on these things. This confusion has got to be cleared up. Toward that end, we submit the following statement of the results found and the observations made by this writer on the behavior of individual odoriferous substances in various soap raw materials under different conditions.

Before proceeding to that, however, let me not fail to mention the important fact that many of my colleagues hold different views as to the "soap-fastness" of this or that particular odoriferous substance.

The expression "soap-fast" is unsatisfactory because its meaning is not certain. Different types of soaps (curd soaps, glutinous soaps, superfatted soaps, etc.) behave in altogether different ways when the same perfuming materials are dispersed through them. Hence, if the word "soap-fast" is used at all, the type of soap dealt with must necessarily be mentioned. The one clear and unambiguous term is "alkali-fast"

Like all chemical reactions that proceed over a certain length of time, and are determined by the "reaction speed," the disintegration of the perfuming substances in the soap—though not the "alkali-fast" ones, of course,—proceeds over now a longer, now a shorter period of time. But many such reactions proceed at so slow a pace as not to be observable under normal conditions until after the soap is used. In such cases, therefore, "non-alkali-fast" odoriferous materials are not practical for soap-perfuming purposes. So that,

on general principles, it is necessary to take a given period of time as a standard of judging the durability of a perfume.

It is a fact often observed that certain odoriferous substances which, either alone or in certain compositions, have proved non-soap-fast, when combined with certain other odoriferous matter—which need not always be out-and-out “fixing agents”—remain unaltered sufficiently long for practical purposes.

Since both essential oils and most artificial perfumes are volatile substances, and hence tend to disappear more or less quickly on exposure, it is evident that the manner in which the soaps are stored must be taken into account when judging the durability of the perfuming materials.

Now, giving due weight to each one of these considerations, in my study of the behavior of the individual odoriferous materials in soaps, I have used different types of storage or exposing and different types of soap, and I have observed each case individually, providing for same, to start with, such conditions as most resembled those which the soap must meet in the outside world.

With the liquid perfumes, the soaps were perfumed one per cent. Of the crystal perfumes, two per cent was added to a 25 per cent solution in benzyl benzoate, so as to make only one-half per cent (with reference to the crystal lines substance).

A white, practically odorless, soap base was taken as the soap material, having a free alkali content of 0.02 per cent of free alkali (+ carbonate, figured for NaOH), as well as a cold made coconut oil soap, and saponified in the customary way with only caustic soda. Four pieces of each type of soap were prepared; two were wrapped in wax paper and protected from the light, and the other two left unwrapped and exposed to the light.

The behavior of the odoriferous substances was:

*Acetophenon*: Both the crutched and the cold-mixed soap kept their odor unaltered and undiminished throughout the period of observation; the odor of the exposed soaps weakened in proportion to their volatility. No discoloration was observed anywhere. May be regarded as soap-fast.

*Higher aldehydes (C8—C12)*: Under the most favorable conditions of all the cases observed, the aldehyde C12 and even the methylnonylacetaldehyde remained only about three weeks in the wrapped crutched soap base, so that this entire group would seem unsuited for soap purposes. No discoloration observed.

*Aldehydes (so-called “higher”): C14 (“Peach Aldehyde”)*. In the cold-made and unwrapped crutched soap, lost odor completely within a few days. In the crutched, wrapped piece of soap, a decided odor was still in evidence after four weeks, but in six weeks the odor was completely gone. In the case of “Aldehyde C16” (Strawberry), similar behavior was observed, except that the wrapped crutched soap in this case retained its scent somewhat longer; at the end of two months it was still perceptible, though only slightly. In general, the use of neither of these substances for soap perfuming (fruit scents) can be recommended, since both these odoriferous substances must be set down as “non-alkali-fast.”

*Amyl Cinnamic Aldehyde*: Both the crutched and the cold-made wrapped soaps retained their odor almost undiminished throughout the period of observation; the exposed soaps lost their scent only in proportion to the volatility of the odoriferous substance. In some cases no discoloration; in others a weak tinge was observed, occurring, however, only immediately after perfuming. Hence, it is perfectly “alkali-fast”; may be recommended for white soaps, but in rather small doses.

*Anisic Alcohol*: Absolutely soap fast and non-coloring. Clearly perceptible even in the unwrapped soaps throughout the observation period. No discoloration.

*Anisic Aldehyde (Hawthorn)*: The unwrapped soaps as well as the wrapped coconut soaps lost all trace of their odor within four days. The crutched, wrapped soap kept its gradually fading odor for as long as three months. Hawthorn, prepared from anethol, produced no discoloration in any instance. In the preparation made from para-cresol, delicate yellow patches can be observed in many cases, or a slight discoloring if the anisic aldehyde still contains traces of the original raw material, or has not, in other words, been thoroughly refined. Although, therefore, anisic aldehyde is to be classed along with the non-soapfast odoriferous substances, it is nevertheless a typical example of the group of perfuming materials which can be made to hold for a long time by the use of suitable fixing agents (resin, etc.). Consequently, under certain conditions, in soaps that are not expected to stand too long on the shelf (half a year at most) same can be added in the perfuming.

*Anthranilic Acid—Methyl Ester*: Behavior in crutched soap: the unwrapped piece exposed to daylight showed a distinct gray tinge within 24 hours. The odor faded in strength at the same time and turned unpleasant and musty, although at the end of two months' time it was still perceptible. The packed piece showed the same alterations in smell and color; but in this instance the reaction proceeded at a considerably slower pace. It was only after five months' time that the original odor became almost altogether unrecognizable and the color a dark gray. In the cold made soap, exposed piece, it took 24 hours, in the wrapped piece about one week, for the changes occurring in the crutched soap to be paralleled.

It follows, therefore, that this important ester (jasmin, neroli, narcissus, etc.) should be used in crutched soaps only provided that the soap is packed and kept stored for only a reasonable length of time (five months maximum). Otherwise, the anthranilic acid methyl ester is much more stable in odor when taken together with various other odoriferous substances (such as certain essential oils, for example).

A circumstance that must be duly observed is that this ester, used in conjunction with aldehydes, yields a deep yellow shade after a shorter or longer while (formation of Schiff bases) and loses its odor at the same time as the respective aldehyde, so that the condensation product obtained is odorless.

*Benzaldehyde*: Naturally, there must be used in soaps only a practically chlorine-free product, because even only traces of free halogen may suffice to cause a decided alteration in color and formation of spots.



Neither can absolutely chlorine-free benzaldehyde be regarded as "alkali-fast," because by oxidation it likewise is quick to lose its odor. In the wrapped soaps, both the crutched and the cold-made, the odor held for about one month. From the unwrapped pieces it had almost completely disappeared in three days.

**Benzyl Acetate:** The exposed soaps kept their odor for only four to ten days (the cold-made four or thereabouts and the crutched about ten), but the wrapped cold-made soap retained its perfume for almost two weeks; in the crutched, wrapped soap the odor held for as much as six months, although by that time it was only slightly perceptible. On the last mentioned condition, the temptation will often be to take this odoriferous substance that is almost indispensable for many flower scents, especially since the odor of the benzyl acetate never becomes disagreeable and only fades out completely, instead. Nor could the slightest discoloration be observed.

**Benzyl Propionate:** In almost all instances this is more to be recommended for soaps, it acting very much the same as the acetate; on the other hand, it retains its odor in the wrapped crutched soap for over six months.

**Benzoic Acid Methyl and Ethyl Ester:** This behaved almost alike in the soaps. In the unwrapped crutched soap the gradually disappearing odor had altogether vanished in ten days; the wrapped piece retained its odor for some eight months, during which time it kept gradually fading out. The cold-made soap, packed, smelled for three weeks; the exposed piece had lost every trace of scent within a few days. In no case was there any discoloration. Accordingly, neither ester is "alkali-fast," although suitable for use in wrapped, crutched soaps.

(To be continued)

## Fire Risks in the Soap Industry

by Paul I. Smith

THE risk of fire through the explosion of inflammable mixtures of air and fine dust is recognized in many important industries, particularly the flour milling and extracted oil seed milling trades. It is worthy of serious notice, however, that the hazard of explosive dust exists in the soap industry in those factories where soap powders are produced. It is not necessary that the dust should be readily combustible as is the case with starch or sugar. Expert writers on the dust hazard in industry point out that many dusts which are difficult to ignite, may under certain conditions and if finely suspended in the air become explosive. Of course these explosions will not be so serious as those resulting from the ignition of cereal dusts, but they may be the cause or starting point of serious fires.

Soap powders are now ground so fine that they are comparable with many dangerous dusts, e. g. pulverized coal, and although outbreaks of fire in soap powder plants are rare there is no reason to disregard the possibility of fire from explosion of soap powder and air mixtures. Many fires are the results of supposed remote risks being disregarded. The object of the present article is to draw attention to a hazard which in some minds does not exist.

W. E. Gibbs in his excellent treatise, "The Dust Hazard In Industry" classifies dusts as follows: Class 1. Dusts which ignite and propagate flame readily when subject to a small flame, such as that of a match. Examples of dust in this category include sugar, starch, flour, etc.

Class II. Dusts which require a large source of ignition. Examples of these are sawdust, rice and meal dusts.

Class III. This embraces all those dusts which ignite with difficulty such as lamp black, bone meal.

At this stage it is opportune to consider the various causes of dust ignition. Alec M. Cameron in an interesting paper on "Fire Risks In Industry" states his belief that the following causes are responsible for the ignition of dust clouds:

1. Hot gases and naked flames.
2. Overheated bearings.
3. Sparks due to some mechanical cause.
4. Electric sparks from motors or from static.

The first cause is not of premier importance in the modern soap factory. The second is, however, of vital interest. It is well known that hot bearings frequently cause explosions, especially in flour mills. The dust in the surrounding air clogs up the oil cups or channels and the result is overheating of the bearings with subsequent formation of flames. These latter naturally ignite the dust laden atmosphere. Extremely fine soap dust with a low water content is liable to form a mildly explosive mixture with air which a naked flame might detonate. As the powder from the disintegrators is usually drawn from one section of the works to another by means of pneumatic mechanical handling methods, it is easy to see that even a slight explosion occurring near the feed ducts of a suction plant may draw the flame into the soap pipe lines and by means of forced draughts transform it into a raging furnace. When considering this question of mechanical handling it is important to consider the risks of fire within the system.

The third cause mentioned above does not concern the soap industry to quite the same degree as the fertilizer or feeding stuff milling industries.

Sparks from electric motors are a well known cause of explosions particularly where the fine dust is of a definitely inflammable nature. The danger from this source in the soap industry is very real and it is important to see that all possible sparking points are enclosed. It is also necessary to see that the wiring is periodically inspected as dust on wires will often hide many serious and potentially dangerous faults. Every fire insurance inspector knows that neglect is the premier cause of most industrial fires.

## Protest on Toilet Soap

James P. Smith & Co., New York, in protest 536203-G, etc. claimed that merchandise classified as toilet soap at 30 per cent ad valorem under paragraph 80 of the Tariff Act of 1930 should be returned for duty at 15 per cent under the same paragraph.

Justice J. McClelland, in T. D. 19706, upheld the claim in accordance with stipulation of counsel and on the authority of *De Jong v. United States*, (T. D. 44931).

## Soap Materials Market

### Tallow

The tallow and grease market has been devoid of any outstanding developments during the period. The larger consumers are booked one to perhaps two months in advance while the smaller ones purchase as raw materials are needed. Although there has been fractional price decline, the general characteristic has been steadiness. Producers are keeping their material moving into consumption which is the only feasible procedure under present conditions.

In the Middle West several of the smaller packers have closed their plants. The larger packers have bookings in advance, the situation in general paralleling those in the East.

E. H. FREY.

### Vegetable Oils

There has been but little trading in vegetable oils recently and some of the oils have been showing signs of weakness during the past week or so, due mostly to the lack of buying on the part of consumers. Crude coconut oil has eased and at this writing, tank cars are quoted at 3¼c lb. New York and 2¾c lb. Pacific Coast for May forward shipments.

Crude cottonseed oil dropped to 2¾c lb. in the South East and Valley but at the present time, the market is nominally quoted at 2½c lb. Corn oil sales were made at a new low level, namely 2¾c lb. mill in the Midwest, but here too, most producers are now holding for ¼c per pound higher. Domestic crude soybean oil is quoted at 2¾c to 3c lb. tanks, Midwest mills but there is very little trading.

The olive oil situation abroad has become softer. Olive foots in tank cars for May forward shipments are quoted at 4c lb. New York and carlots in packages at 4¼c lb. New York. Denatured olive oil is nominal at 58c per gallon New York.

A. H. HORNER.

### Kreis Reaction for Rancid Fats

K. Täufel, P. Sadler and F. K. Russow in (*Z. angew. Chem.*, 1931, 44, 873-875) state that since the epihydrinaldehyde is present in rancid fat in the free state to only a small extent, but is liberated by acid, the method of carrying out the phloroglucinol reaction has been modified. The fat is mixed in a test-tube with conc. hydrochloric acid and a plug of white cotton wool, moistened with 1% ethereal phloroglucinol and 2% hydrochloric acid, is pushed a little way down the tube. On careful shaking, without wetting the cotton wool, and if necessary warming at 60 degrees, the characteristic red color appears on the cotton wool. The limit of sensitivity is about 0.9 micrograms of epihydrinaldehyde.—*J. Soc. Chem. Ind.*, Vol. 50, No. 50, 1931, p. 1105.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.02 ½ @	
Edible .....	.03 ½ @	
Fancy .....	.04 @	
Grease, white .....	.02 ¼ @	
House .....	.02 ¼ @	
Yellow .....	.02 ¼ @	
Lard .....	.04 ½ @	.06

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.05 ½ @	
Corn Oil, 95% T.F.A., tanks.....	.03 ¾ @	
Red Oil, distilled, tanks.....	.05 ¾ @	
Saponified .....	.06 @	
Stearic Acid, single pressed.....	.07 @	
Double pressed .....	.07 ½ @	
Triple pressed .....	.10 ¼ @	

### Soap Making Oils

Castor No. 1, tanks.....	.09 ½ @	
No. 3, tanks.....	.09 @	
Coconut, Ceylon Grade, tanks .....	.02 7/8 @	
Cochin grade, tanks .....	.03 ½ @	
Manilla grade, tanks .....	.02 7/8 @	
Corn, crude, Midwest mill, tanks .....	.02 ¾ @	
Cotton, crude, Southeast, tanks.....	.02 5/8 @	
Refined .....	.03 ½ @	
Foots, 50% T.F.A.....	.01 @	.01 ½
Lard, common No. 1, barrels .....	.06 ½ @	
Olive, denatured, max. 5% F.F.A.		
drums, gal. ....	.63 @	.65
Foots, prime, green, barrels .....	.04 5/8 @	
Palm, Lagos, max. 20% F.F.A., drums	.03 ¾ @	
Niger, casks .....	.03 ½ @	
Palm, kernel, tanks .....	.04 ½ @	
Peanut, crude, barrels .....	.06 ½ @	
Refined, barrels .....	.08 ¼ @	
Soya beans, max. 2% F.F.A., Midwest		
mill, tanks .....	.03 ¾ @	
Tallow, acidless, barrels .....	.06 ¼ @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels .....	.51 @	.59

### Glycerine

Chemically pure, drums extra.....	.10 ¾ @	.12 ¾
Dynamite, drums included.....	.08 @	.09
Saponification, drums .....	.05 @	.05 ½
Soap, lye .....	.04 @	.04 ¾

### Rosin

#### Barrels of 280 pounds

B .....	\$3.20	K .....	\$4.25
D .....	3.30	M .....	4.70
E .....	3.55	N .....	5.60
F .....	3.70	W.G. ....	5.65
G .....	3.85	W.W. ....	5.80
H .....	4.00	X .....	6.00
I .....	4.10	Wood .....	3.63

### Chemicals

Acid, muriatic, 18°, 100 pounds....	\$1.00 @	\$1.60
Sulphuric, 60°, ton.....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton.....	56.00 @	76.00
Cyclohexanol (Hexalin) .....	.60 @	
Naphtha, cleaners' tankcars.....	.05 ¾ @	
Potassium, carbonate, 80@85%....	.50 ¾ @	
Hydroxide (Caustic potash) 88@		
92% .....	.06 ½ @	.06 ¾
Salt, works, ton.....	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds.....	1.15 @	2.09
Hydroxide (Caustic Soda) 76%		
solid, 100 pounds.....	2.50 @	3.59
Silicate 40°, drums, works, 100		
pounds .....	.75 @	
Sulphate, anhydrous .....	.01 ¾ @	.02 ¾
Phosphate, tri-basic .....	.03 ¾ @	.03 ¾
Zinc oxide .....	.06 ½ @	

1/6

1/4

1/2

1/4

25

70

80

35

80

00

33

1/6

1/4

1/4

er